

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 13, 1985

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	30.8	26,460
2	FAMILY TIES#	28.9	24,830
3	MURDER, SHE WROTE	24.2	20,790
4	NBC MONDAY NIGHT MOVIES#	23.8	20,440
5	CHEERS#	23.4	20,100
5	WHO'S THE BOSS?	23.4	20,100
7	DYNASTY	23.0	19,760
8	DALLAS	22.8	19,590
9	NBC SUNDAY NIGHT MOVIE#	22.6	19,410
10	HIGHWAY TO HEAVEN#	22.5	19,330
11	60 MINUTES	22.0	18,900
12	GOLDEN GIRLS#	21.8	18,730
13	MIAMI VICE#	21.0	18,040
14	ABC SUNDAY NIGHT MOVIE#	20.6	17,700
14	GROWING PAINS	20.6	17,700

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	24.0	53,810
2	FAMILY TIES#	22.6	50,660
3	WHO'S THE BOSS?	17.5	39,370
4	GROWING PAINS	15.4	34,650
5	GOLDEN GIRLS#	15.2	34,220
6	CHEERS#	15.2	34,110
7	HIGHWAY TO HEAVEN#	14.8	33,160
8	AMAZING STORIES#	14.7	33,000
9	DYNASTY	14.5	32,650
10	NBC MONDAY NIGHT MOVIES#	14.4	32,320
11	MURDER, SHE WROTE	14.4	32,210
12	NBC SUNDAY NIGHT MOVIE#	14.3	32,080
13	DALLAS	14.2	31,960
14	ABC SUNDAY NIGHT MOVIE#	14.2	31,930
15	A TEAM#	13.9	31,290

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	FAMILY TIES#	24.7	22,150
2	BILL COSBY SHOW	24.4	21,830
3	MURDER, SHE WROTE	21.2	19,010
4	DYNASTY	21.0	18,830
5	NBC MONDAY NIGHT MOVIES#	20.9	18,740
6	DALLAS	20.3	18,170
7	WHO'S THE BOSS?	19.5	17,440
8	HIGHWAY TO HEAVEN#	19.4	17,410
9	KNOTS LANDING	19.4	17,380
10	NBC SUNDAY NIGHT MOVIE#	19.1	17,110
11	KATE & ALLIE	17.9	16,030
12	CBS TUESDAY NIGHT MOVIES	17.8	15,900
12	NEWHART	17.8	15,900
14	ABC SUNDAY NIGHT MOVIE#	17.6	15,740
15	60 MINUTES	17.6	15,730

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	19.3	15,590
2	NFL MONDAY NIGHT FOOTBALL	17.5	14,160
3	NAT'L LEAGUE CHAMP GM 1(S)	16.9	13,620
4	FAMILY TIES#	16.6	13,450
5	NAT'L LEAGUE CHAMP GM 2(S)	16.2	13,120
6	60 MINUTES	15.9	12,860
7	ABC NFL FOOTBALL SPEC.(S)	15.9	12,830
8	NAT'L LEAGUE CHAMP GM 4(S)	15.1	12,230
9	AMER. LEAGUE CHAMP GM 1(S)	14.3	11,580
10	CHEERS#	13.7	11,100
11	NFL FOOTBALL GAME 2-NBC#	13.5	10,930
12	MIAMI VICE#	13.4	10,820
13	NAT'L LEAGUE CHAMP PRE 4(S)	13.4	10,810
14	AMAZING STORIES#	13.3	10,730
15	AMER. LEAGUE CHAMP GM 3(S)	13.2	10,680
16	A TEAM#	13.0	10,490
16	NBC MONDAY NIGHT MOVIES#	13.0	10,490
18	MURDER, SHE WROTE	13.0	10,470
19	ABC SUNDAY NIGHT MOVIE#	12.9	10,440
20	NBC SUNDAY NIGHT MOVIE#	12.6	10,180
21	AMER. LEAGUE CHAMP GM 4(S)	12.4	9,990
22	WHO'S THE BOSS?	12.3	9,900
23	ALFRED HITCHCOCK PRESENTS#	12.2	9,000

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 13, 1985

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	FAMILY TIES#	24.0	13,550
2	BILL COSBY SHOW	23.5	13,250
3	NBC MONDAY NIGHT MOVIES#	22.0	12,430
4	NBC SUNDAY NIGHT MOVIE#	20.4	11,540
5	DYNASTY	19.9	11,260
6	WHO'S THE BOSS?	19.6	11,050
7	MIAMI VICE#	19.5	11,040
8	KNOTS LANDING	18.6	10,510
9	ABC SUNDAY NIGHT MOVIE#	18.3	10,340
10	CHEERS#	18.1	10,200
11	MOONLIGHTING	17.7	9,980
12	GROWING PAINS	17.2	9,740
13	KATE & ALLIE	17.2	9,690
14	NEWHART	16.9	9,570
14	SIMON & SIMON	16.9	9,570

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MURDER, SHE WROTE	33.1	9,080
2	HIGHWAY TO HEAVEN#	28.2	7,750
3	DALLAS	28.0	7,690
4	60 MINUTES	26.4	7,260
5	BILL COSBY SHOW	26.0	7,130
6	FAMILY TIES#	25.4	6,960
7	FALCON CREST	24.4	6,700
8	GOLDEN GIRLS#	23.4	6,430
9	CRAZY LIKE A FOX	23.4	6,410
10	DYNASTY	22.8	6,270
11	KNOTS LANDING	21.9	6,000
12	HOTEL	20.9	5,740
13	SCARECROW & MRS. KING	20.8	5,700
14	NBC MONDAY NIGHT MOVIES#	20.7	5,670
15	J. CARSON ANNIVERSARY SP.(S)	19.7	5,400
16	TRAPPER JOHN, M.D.	19.5	5,360

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	18.2	10,010
2	FAMILY TIES#	17.0	9,320
3	NFL MONDAY NIGHT FOOTBALL	16.5	9,070
4	AMAZING STORIES#	16.4	8,970
5	ABC NFL FOOTBALL SPEC.(S)	14.9	8,160
6	ALFRED HITCHCOCK PRESENTS#	14.9	8,150
7	CHEERS#	14.4	7,920
8	MIAMI VICE#	14.3	7,830
9	ABC SUNDAY NIGHT MOVIE#	13.0	7,130
10	NAT'L LEAGUE CHAMP GM 2(S)	12.9	7,050
11	NIGHT COURT#	12.8	7,040
12	MOONLIGHTING	12.8	7,020
12	NAT'L LEAGUE CHAMP GM 1(S)	12.8	7,020
14	60 MINUTES	12.7	6,970
15	WHO'S THE BOSS?	12.5	6,880
16	NBC SUNDAY NIGHT MOVIE#	12.3	6,760
17	TWILIGHT ZONE	11.9	6,500
18	NBC MONDAY NIGHT MOVIES#	11.6	6,340

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NAT'L LEAGUE CHAMP GM 1(S)	26.0	5,390
2	60 MINUTES	24.8	5,150
3	NAT'L LEAGUE CHAMP GM 2(S)	23.8	4,950
4	MURDER, SHE WROTE	22.8	4,730
5	NAT'L LEAGUE CHAMP GM 4(S)	22.6	4,700
6	AMER. LEAGUE CHAMP GM 3(S)	22.4	4,660
7	AMER. LEAGUE CHAMP GM 1(S)	22.4	4,650
8	BILL COSBY SHOW	22.3	4,620
9	AMER. LEAGUE CHAMP GM 4(S)	21.1	4,390
10	NAT'L LEAGUE CHAMP PRE 1(S)	20.2	4,200
11	HIGHWAY TO HEAVEN#	19.5	4,040
12	AMER. LEAGUE CHAMP GM 5(S)	19.4	4,030
13	NFL MONDAY NIGHT FOOTBALL	19.4	4,020
14	NAT'L LEAGUE CHAMP PRE 4(S)	18.5	3,840
15	AMER. LEAGUE CHAMP PRE 1(S)	18.3	3,790
16	DALLAS	18.2	3,770
17	FAMILY TIES#	16.7	3,460
18	A TEAM#	15.9	3,310
19	NFL FOOTBALL GAME 2-NBC#	15.8	3,280
20	CBS EVENING NEWS-RATHER	15.8	3,270
21	ABC NFL FOOTBALL SPEC.(S)	15.7	3,250
22	AMER. LEAGUE CHAMP PRE 3(S)	15.4	3,190
23	NBC MONDAY NIGHT MOVIES#	15.3	3,180
24	J. CARSON ANNIVERSARY SP.(S)	14.9	3,090

CONT'D

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NIELSEN AVERAGE AUDIENCE

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

CONT'D

25	NFL FOOTBALL POST-NBC#	14.7	3,050
26	SCARECROW & MRS. KING	14.5	3,010
27	FALCON CREST	14.3	2,960
28	CRAZY LIKE A FOX	14.2	2,940

NOTES

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1985 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																			
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
										HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)		LADY WORK-ING OF HOUSE WOM.		WOMEN					MEN								
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)						TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
*EVENING																													
A TEAM						2	210																						
1 TUE.		8.00P	60	NBC	A		99																						
		8.00 - 8.30																											
		8.30 - 9.00																											
ABC BUSINESS BRIEF-MON						1	199																						
1 MON.		10.45P	1	ABC	N		91																						
ABC BUSINESS BRIEF-WED						2	194	191																					
WED.		8.58P	1	ABC	N		91	90																					
ABC BUSINESS BRIEF-FRI						2	191	188																					
1 FRI.		8.40P	1	ABC	N		90	89																					
2 FRI.		8.41P	1																										
ABC NEWSBRIEF-MON						2	167	164																					
MON.		8.58P	1	ABC	N		84	85																					
ABC NEWSBRIEF-TUE						2	186	186																					
1 TUE.		9.57P	2	ABC	N		91	91																					
2 TUE.		9.58P	1																										
ABC NEWSBRIEF-WED						2	191	189																					
WED.		9.58P	1	ABC	N		91	91																					
ABC NEWSBRIEF-THU						2	184	182																					
THU.		9.58P	1	ABC	N		90	91																					
ABC NEWSBRIEF-FRI						2	188	182																					
FRI.		9.58P	1	ABC	N		91	90																					
ABC NEWSBRIEF-SAT.						2	192	191																					
SAT.		9.58P	1	ABC	N		93	92																					
ABC NEWSBRIEF-SUN.						2	196	189																					
1 SUN.		10.45P	1	ABC	N		94	91																					
2 SUN.		9.53P	1																										
ABC NFL FOOTBALL SPEC.(S)						210																							
1 SUN.		9.00P	194	ABC	SE		99																						
		9.00 - 9.30																											
		9.30 - 10.00																											
		10.00 - 10.30																											
		10.30 - 11.00																											
		11.00 - 11.30																											
		11.30 - 12.00																											
		12.00 - 12.30																											
ABC SPORTS UPDATE-SAT						2	196	193																					
SAT.		8.58P	1	ABC	SN		93	93																					
ABC SPORTS UPDATE-SUN						2	198	194																					
1 SUN.		8.36P	1	ABC	SN		92	93																					
2 SUN.		8.34P	1																										
ABC SUNDAY NIGHT MOVIE						2	209																						
CONT'D																													

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
														K E Y		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. % (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TEENS (12-17)	CHILDREN (2-11)					
EVENING CONT'D																															
AMER. LEAGUE CHAMP-CONT'D																															
9.00 - 9.30																															
9.30 - 10.00																															
10.00 - 10.30																															
10.30 - 11.00																															
11.00 - 11.30																															
AMERICAN PORTRAIT										8 199 199																					
1 TU&TH 8.58P										1 CBS DO		98 97																			
2 MTUTH 8.58P										1																					
BENSON										2 209 205																					
FRI. 9.30P										30 ABC CS		99 99																			
BILL COSBY SHOW										3 214 207																					
THU. 8.00P										30 NBC CS		99 99																			
CAGNEY & LACEY										2 208 207																					
MON. 10.00P										60 CBS OP		99 99																			
10.00 - 10.30																															
10.30 - 11.00																															
CBS EVENING NEWS-RATHER										15 208 207																					
M-F 6.30P										30 CBS N		99 99																			
CBS EVENING NEWS-SUN(B)										107																					
1 SUN. 6.00P										30 CBS N		61																			
CBS SAT. NEWS-SCHIEFFER										2 180 180																					
SAT. 6.30P										30 CBS N		92 92																			
CBS SATURDAY NIGHT MOVIE										3 205 202																					
SAT. 9.00P										120 CBS FF		99 99																			
9.00 - 9.30																															
9.30 - 10.00																															
10.00 - 10.30																															
10.30 - 11.00																															
CBS TUESDAY NIGHT MOVIES										3 206 205																					
TUE. 9.00P										120 CBS FF		99 99																			
9.00 - 9.30																															
9.30 - 10.00																															
10.00 - 10.30																															
10.30 - 11.00																															
CHARLIE & COMPANY										4 202 203																					
WED. 9.00P										30 CBS CS		99 99																			
CHEERS										2 211																					
1 THU. 9.00P										30 NBC CS		99																			
CRAZY LIKE A FOX										2 207 205																					
1 SUN. 9.00P										60 CBS PD		99 99																			
2 SUN. 9.11P										60																					
9.00 - 9.30																															
CONT'D																															

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)	CHILDREN (2-11)														
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11												
EVENING CONT'D																																							
CRAZY LIKE A FOX-CONT'D																																							
9.30 - 10.00												A	19.3	28	1658	1545	780	321	875	226	424	419	398	382	474	116	265	284	273	170	113	59^	83	52^					
10.00 - 10.30												A	19.5	29	1675	1503	755	335	905	271	481	456	470	341	497	93^	257	295	334	177	68^	20^	33^	21^					
DALLAS												3	208	208																									
FRI. 9.00P 60 CBS GD												99	99		A	22.8	36	1959	1631	866	355	928	279	478	473	418	393	501	196	269	263	182	193	79	49^	123	83		
9.00 - 9.30															B	23.4	37	2010	1664	864	347	956	298	508	468	410	398	519	188	278	273	197	206	76	45	113	74		
9.30 - 10.00															A	22.1	35	1898	1604	862	358	917	271	468	477	415	389	499	191	265	262	185	194	73	44^	115	78		
															A	23.5	38	2019	1656	869	351	936	287	484	470	417	396	505	200	274	265	184	191	85	55^	130	87		
DIFFRENT STROKES												3	209	204																									
FRI. 9.00P 30 ABC CS												99	98		A	12.6	20	1082	2030	744	317	853	343	536	399	337	279	456	138	304	313	255	117^	232	167	489	365		
															B	10.8	17	928	1884	684	261	791	322	488	383	288	267	454	166	307	284	222	115	225	157	414	320		
DYNASTY												3	210	210																									
WED. 9.00P 60 ABC GD												99	99		A	23.0	34	1976	1652	860	361	954	344	570	523	420	318	440	182	281	259	177	124	143	91	115	64^		
9.00 - 9.30															B	24.7	37	2122	1697	876	394	968	355	601	541	428	311	465	197	300	276	183	133	151	97	113	71		
9.30 - 10.00															A	22.1	33	1898	1673	865	360	955	342	568	520	419	320	443	182	282	261	181	124	150	98	125	71		
															A	23.8	36	2044	1632	857	361	953	343	572	527	423	316	435	182	279	259	170	124	138	85	106	58^		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1985 REPORT

PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
								AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2-1)	LADY WORK- ING HOUSE WOM.	WOMEN 18- 24- 25- 35- 55+	18- 24- 25- 35- 55+	18- 24- 25- 35- 55+	18- 24- 25- 35- 55+	18- 24- 25- 35- 55+	18- 24- 25- 35- 55+	18- 24- 25- 35- 55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11									
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2																						
EVENING CONT'D																													
HELL TOWN-CONT'D																													
1	WED.	9.00P	120	NBC	GD	99		B 15.3	24	1314	1520	660	297	809	221	408	401	378	342	532	165	273	262	267	212	103	52	76	59
		9.00 - 9.30						A 14.8	22	1271	1421	647	304	803	170	351	369	368	395	501	123	227	243	273	227	83	42	34	18
		9.30 - 10.00						A 13.9	21	1194	1418	636	296	797	196	357	377	353	377	498	139	226	244	250	226	101	50	22	22
		10.00 - 10.30						A 13.5	21	1160	1434	620	268	761	239	398	395	296	315	549	214	308	285	231	205	74	48	50	21
		10.30 - 11.00						A 12.5	22	1074	1439	634	293	759	222	402	407	324	307	581	230	327	293	238	213	59	42	40	11
HIGHWAY TO HEAVEN																													
1	WED.	8.00P	60	NBC	GD	99		A 22.5	35	1933	1715	770	291	900	228	444	448	399	401	482	123	235	229	245	210	104	47	229	171
		8.00 - 8.30						B 20.3	33	1787	1774	776	300	901	223	447	444	423	399	506	142	274	252	254	199	96	45	271	216
		8.30 - 9.00						A 21.5	35	1847	1730	766	275	898	223	439	438	396	408	490	121	225	227	243	198	109	49	233	179
								A 23.5	36	2019	1696	772	303	898	230	449	457	404	391	471	125	242	233	248	198	100	45	227	162
HILL STREET BLUES																													
1	THU.	10.00P	60	NBC	OP	99		A 15.8	25	1357	1469	653	336	707	328	494	413	291	176	600	238	438	432	315	112	85	62	77	51
		10.00 - 10.30						B 16.9	27	1452	1598	697	393	757	327	537	475	336	177	655	271	482	457	326	125	113	60	73	46
		10.30 - 11.00						A 15.7	25	1349	1452	637	353	698	319	483	402	291	176	570	222	419	414	300	107	100	69	84	56
								A 15.9	26	1366	1476	664	316	710	334	500	418	288	177	623	251	453	449	326	113	71	55	72	45
HOLLYWOOD BEAT																													
	SAT.	8.00P	60	ABC	OP	99	98	A 10.9	19	936	1882	625	286	786	240	449	363	379	288	630	184	367	318	313	220	261	112	205	156
		8.00 - 8.30						B 11.0	20	945	1881	649	297	811	265	461	404	369	290	664	196	397	372	344	224	173	57	233	171
		8.30 - 9.00						A 10.5	19	902	1968	635	278	806	240	468	366	395	297	671	193	398	337	338	228	265	117	226	159
								A 11.3	20	971	1794	613	291	765	243	433	361	357	280	589	178	340	300	285	210	254	106	186	152
HOMETOWN																													
	TUE.	8.00P	60	CBS	GD	99	98	A 7.8	12	670	1766	733	306	866	306	504	339	346	343	429	134	222	184	185	203	249	182	222	134
								B 7.8	12	670	1732	744	310	886	308	507	364	371	349	414	129	209	199	191	184	239	174	193	126
HOTEL																													
	WED.	10.00P	60	ABC	GD	99	99	A 7.5	12	644	1790	746	267	884	329	530	337	342	334	390	109	181	149	160	209	269	208	247	141
		10.00 - 10.30						A 8.2	12	704	1707	708	334	837	280	472	336	345	345	454	153	252	207	202	195	224	152	192	122
		10.30 - 11.00						A 18.9	31	1624	1485	843	344	918	297	500	466	408	354	402	151	225	205	149	159	100	69	65	37
								B 19.7	32	1692	1494	859	348	934	302	519	470	408	356	420	151	239	212	165	164	82	54	58	37
								A 19.3	31	1658	1493	845	344	921	306	514	472	411	346	402	157	233	217	149	152	105	69	65	40
								A 18.5	32	1589	1468	840	342	911	287	487	459	405	358	398	144	214	190	145	165	95	67	64	33
HUNTER																													
1	SAT.	10.00P	60	NBC	OP	99		A 13.6	24	1168	1750	705	263	728	205	420	474	415	238	665	236	397	434	362	166	151	51	206	164
		10.00 - 10.30						B 15.3	27	1314	1743	762	283	821	261	483	484	410	281	652	232	401	386	326	198	129	72	141	118
		10.30 - 11.00						A 13.7	24	1177	1722	727	278	741	204	421	484	416	243	636	214	374	423	358	166	153	50	192	154
								A 13.5	25	1160	1766	678	245	707	204	414	460	409	231	691	258	422	444	367	164	148	53	220	176
INSIDERS																													
	WED.	8.00P	60	ABC	A	99	99	A 13.1	20	1125	1775	768	285	857	375	534	440	342	264	481	178	316	298	227	131	132	91	305	227
		8.00 - 8.30						B 13.7	22	1177	1743	726	285	816	356	492	413	308	262	514	195	342	306	242	145	145	98	268	191
		8.30 - 9.00						A 12.5	20	1074	1772	742	274	831	360	511	422	335	262	483	177	320	303	232	129	141	94	317	232
								A 13.7	21	1177	1764	790	294	878	386	556	453	350	266	473	176	307	291	217	131	121	87	292	218
J. CARSON ANNIVERSARY SP.(S)																													
1	MON.	9.00P	120	NBC	GV	99		A 17.3	26	1486	1631	800	288	879	268	445	400	393	363	623	217	372	346	289	208	90	64	39	9
		9.00 - 9.30						A 16.7	24	1435	1658	824	240	877	241	408	388	423	389	595	190	346	325	290	216	132	83	54	16
		9.30 - 10.00						A 18.1	26	1555	1616	814	257	897	273	452	404	406	380	577	187	333	323	265	209	96	70	46	22
		10.00 - 10.30						A 17.6	27	1512	1638	803	351	878	270	465	422	405	336	650	233	401	387	301	191	74	56	36	LT
		10.30 - 11.00						A 16.6	27	1426	1624	768	309	869	292	458	381	340	353	676	262	413	347	295	221	60	46	19	LT
KATE & ALLIE																													
	MON.	9.00P	30	CBS	CS	99	99	A 20.2	29	1735	1737	823	370	924	279	557	537	461	304	433	132	257	275	226	144	188	112	192	137
								B 20.2	29	1735	1737	823	370	924	279	557	537	461	304	433	132	257	275	226	144	188	112	192	137
KNOTS LANDING																													

PROGRAM NAME						I/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																													
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)													
															TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11												
EVENING CONT'D																																								
KNOTS LANDING-CONT'D																																								
10.00 - 10.30																		A	20.7	33	1778	1531	865	398	994	351	603	528	455	342	387	147	247	222	198	122	95	63^	55^	36^
10.30 - 11.00																		A	20.4	34	1752	1459	856	389	976	350	588	516	439	339	347	121	217	212	187	115	81	52^	55^	35^
LADY BLUE																																								
THU. 9.00P 60 ABC OP																		A	11.6	17	996	1683	800	324	857	224	507	509	490	286	571	177	290	311	308	192	116^	61^	139	121^
9.00 - 9.30																		B	11.5	17	988	1733	775	313	854	246	520	493	456	281	596	188	313	314	318	210	140	70	143	117
9.30 - 10.00																		A	11.0	16	945	1710	795	322	852	212	493	498	489	294	572	169	282	318	313	203	110^	62^	176	159
																		A	12.2	18	1048	1644	803	321	858	233	516	512	487	279	564	180	293	304	304	181	117^	58^	105^	87^
LIME STREET																																								
SAT. 9.00P 60 ABC A																		A	12.5	21	1074	1604	670	295	763	181	395	388	367	319	513	138	295	303	258	176	166	92^	162	128
9.00 - 9.30																		B	13.2	23	1134	1581	685	299	802	207	421	413	397	329	527	149	288	324	270	187	120	62	132	98
9.30 - 10.00																		A	11.7	20	1005	1617	660	293	757	176	395	383	372	311	522	134^	294	293	268	186	164	91^	174	135
																		A	13.2	22	1134	1596	686	296	769	184	393	392	363	327	509	144	299	316	252	166	165	93^	153	121
LOVE BOAT																																								
SAT. 10.00P 60 ABC CS																		A	14.1	25	1211	1599	780	283	865	262	440	388	334	379	462	144	297	282	230	142	175	114	97^	94^
10.00 - 10.30																		B	13.6	24	1168	1560	777	298	883	254	416	378	349	409	454	131	275	262	234	151	144	99	79	70
10.30 - 11.00																		A	14.0	24	1203	1602	779	289	875	261	447	386	337	383	461	147	296	283	224	138	167	106^	99^	99^
																		A	14.2	25	1220	1584	778	277	852	263	433	390	331	373	459	139	297	277	235	144	180	119	93^	87^
MACGYVER																																								
SUN. 8.00P 60 ABC A																		A	12.6	19	1082	1363	578	267	653	242	408	428	311	158	711	236	478	471	382	175	218	68^	281	217
8.00 - 8.30																		B	12.0	18	1031	1945	583	263	687	300	457	418	286	158	733	259	494	475	359	190	220	82	305	221
8.30 - 9.00																		A	11.7	18	1005	1882	578	274	668	252	419	423	307	170	700	229	466	467	380	175	225	78^	289	233
																		A	13.5	20	1160	1838	579	261	638	234	395	428	312	149	720	243	487	473	382	174	208	59^	272	200
MAGNUM, P.I.																		A	15.6	24	1340	1746	729	315	833	298	485	440	385	288	615	206	384	378	320	185	112	53^	186	120

THU.	8.00P	60	CBS PD	99	99	B 16.5 25 1417	1693	780	316	874	278	479	449	415	320	595	199	375	364	305	171	92	34	132	88
	8.00 - 8.30					A 13.7 21 1177	1687	735	267	823	273	467	434	393	298	618	193	378	378	324	194	105^	36^	141	89^
	8.30 - 9.00					A 17.5 27 1503	1782	718	350	834	315	497	445	378	277	610	216	389	374	313	179	118	65^	220	146
MIAMI VICE				2	209	A 21.0 35 1804	1657	694	397	766	336	613	517	378	135^	600	247	434	424	315	120^	189	70^	102^	91
1 FRI.	10.00P	60	NBC OP		99	B 22.5 36 1933	1900	758	386	834	403	627	534	361	158	755	335	567	524	330	149	156	69	155	133
	10.00 - 10.30					A 20.4 33 1752	1699	713	405	785	343	637	540	398	129^	600	234	438	428	328	114^	206	75^	108^	96^
	10.30 - 11.00					A 21.6 36 1855	1615	674	388	746	331	590	495	359	139^	598	257	428	420	302	124^	173	65^	98^	85^
MISFITS OF SCIENCE				1	198	A 14.2 23 1220	2107	668	292	746	242	489	474	381	203^	556	160^	386	388	350	130^	289	123^	516	366
1 FRI.	8.00P	120	NBC A		99	B 14.2 23 1220	2107	668	292	746	242	489	474	381	203	556	160	386	388	350	130	289	123	516	366
	8.00 - 8.30					A 12.9 22 1108	2238	680	328	783	264	470	459	371	253	564	145^	389	349	370	164^	321	171^	570	378
	8.30 - 9.00					A 14.3 23 1228	2109	659	264	730	230	466	462	365	207^	565	143^	386	386	373	139^	317	144^	497	360
	9.00 - 9.30					A 15.0 23 1289	2053	682	265	750	238	505	489	395	193^	537	164^	373	396	332	117^	259	107^	507	353
	9.30 - 10.00					A 14.7 23 1263	2021	640	310	712	241	501	477	380	158^	555	190^	416	414	325	103^	259	75^	495	365
MR. BELVEDERE				3	203	A 13.8 23 1185	1867	736	341	840	280	487	420	349	316	399	110^	211	234	190	149	156	109^	472	291
FRI.	8.30P	30	ABC CS	98	98	B 13.0 22 1117	1769	721	327	823	292	460	394	317	317	406	125	205	214	170	173	142	101	398	245
MOONLIGHTING				3	209	A 18.0 27 1546	1887	827	397	904	379	645	557	425	193	600	266	455	407	282	115	185	114	198	147
TUE.	9.00P	60	ABC PD	99	99	B 17.9 27 1538	1856	821	402	913	382	651	559	422	202	598	264	447	412	280	110	175	97	170	122
	9.00 - 9.30					A 18.1 27 1555	1872	822	387	899	371	637	541	423	202	584	255	433	390	273	121	187	118	202	149
	9.30 - 10.00					A 18.0 27 1546	1885	821	402	897	383	648	567	424	177	609	278	476	422	286	105	185	108	194	143
MURDER, SHE WROTE				3	208	A 24.2 36 2079	1549	823	355	914	200	400	414	443	436	503	119	248	264	266	228	58^	31^	74	49^
1 SUN.	8.00P	60	CBS SM	99	99	B 24.3 36 2087	1589	825	348	917	190	392	404	445	453	537	125	257	259	288	251	61	23	74	52
2 SUN.	8.11P	60																							
	8.00 - 8.30					A 23.1 35 1984	1555	817	362	910	191	389	407	437	445	512	116	254	269	275	230	51^	30^	82	41^
	8.30 - 9.00					A 24.8 36 2130	1532	824	346	910	195	392	408	444	441	490	120	235	253	253	226	60^	34^	72	56^
	9.00 - 9.30					A 25.9 37 2225	1595	848	377	947	255	485	464	470	381	539	140	296	309	297	216	54^	12^	55^	38^

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																									
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF THE HOUSE	WORKING WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)								
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL (6-11)							
EVENING CONT'D																																			
60 MINUTES-CONT'D																																			
7.30 - 8.00													A	22.5	36	1933	1623	765	290	824	177	351	378	381	391	663	159	345	365	346	278	46^	20^	90	53^
8.00 - 8.30													A	25.6	40	2199	1618	798	339	893	223	407	398	440	408	603	174	305	325	290	259	61^	9^	61^	48^
SPENSER: FOR HIRE													A	10.3	17	885	1663	717	330	811	272	480	429	388	261	538	130^	290	346	323	163	112^	69^	202	152^
FRI. 10.00P													B	10.9	18	936	1674	778	313	848	226	460	447	438	311	584	120	306	370	378	196	87	51	155	112
10.00 - 10.30													A	10.4	17	893	1679	736	335	821	286	496	436	386	260	524	129^	290	346	314	150^	115^	74^	219	169
10.30 - 11.00													A	10.2	18	876	1639	700	325	800	259	467	419	387	261	549	128^	287	342	331	177	105^	61^	185	136^
SPORTSBREAK-SAT													A	13.3	23	1142	1846	657	293	705	198	410	397	371	230	655	246	397	367	310	210	115^	41^	371	249
SAT. 8.58P													B	12.9	22	1108	1998	689	271	748	230	456	426	388	236	687	249	433	418	330	204	200	46	363	249
SPORTSBREAK-SUN													A	20.3	29	1744	1548	806	359	903	217	414	409	434	421	505	119	265	279	285	215	54^	31^	86	60^
1 SUN. 8.58P													B	21.7	31	1864	1616	816	356	913	213	413	406	435	438	556	150	292	279	296	240	59	22	88	66
2 SUN. 9.09P																																			
STIR CRAZY													A	12.2	19	1048	1877	702	298	784	257	495	433	404	257	518	149	318	256	277	187	241	164	334	244
WED. 8.00P													B	12.0	19	1031	1976	723	314	800	273	512	452	401	251	601	200	380	330	306	190	220	135	355	248
8.00 - 8.30													A	11.9	19	1022	1848	703	268	776	247	477	414	385	272	519	151	312	246	270	194	232	156	321	234
8.30 - 9.00													A	12.5	19	1074	1899	698	322	787	264	511	450	420	242	517	150	323	262	281	181	250	171	345	250
TV BLOOPERS & PRAC. JOKES													A	17.7	26	1520	1802	741	329	843	284	466	406	373	317	582	220	348	339	278	178	179	118	198	127
MON. 8.00P													B	17.5	26	1503	1873	744	328	836	300	467	407	350	313	586	232	367	339	275	171	195	122	256	166
8.00 - 8.30													A	17.0	26	1460	1777	742	332	846	277	457	407	377	327	571	203	329	319	288	190	160	107	200	124

8.30 - 9.00			A 18.5 27 1589	1804 733 325	832 289 469 401 364 305	586 229 359 358 269 167	195 125	191 129
TRAPPER JOHN, M.D.	2 208 205		A 16.1 26 1383	1468 755 326	856 228 407 393 387 388	478 137 274 266 257 178	63^ 18v	71^ 55^
1 SUN. 10.00P 60 CBS GD 99 99			B 16.1 26 1383	1468 755 326	856 228 407 393 387 388	478 137 274 266 257 178	63 18	71 55
2 SUN. 10.11P 60			A 16.1 25 1383	1484 759 324	854 221 399 396 377 395	475 137 275 269 245 176	84^ 27^	71^ 54^
10.00 - 10.30			A 15.9 26 1366	1428 748 322	846 219 402 394 388 380	468 130 265 253 255 177	46^ 10v	68^ 54^
10.30 - 11.00			A 16.9 32 1452	1577 775 355	916 303 465 394 419 391	528 174^ 303 314 298 184	40v 5v	93^ 72^
11.00 - 11.30								
20/20	3 208 208		A 14.4 23 1237	1514 789 312	869 246 530 533 473 259	578 174 344 362 316 183	43^ 16v	24v 6v
THU. 10.00P 60 ABC DN 99 99			B 14.4 23 1237	1549 792 297	879 241 503 499 482 289	586 172 328 333 307 210	54 18	30 17
10.00 - 10.30			A 15.0 24 1289	1555 798 326	876 250 533 530 470 260	606 208 374 361 308 180	47^ 16v	26v 9v
10.30 - 11.00			A 13.9 23 1194	1448 772 293	854 240 520 530 474 254	541 136 305 359 321 182	33^ 12v	20v LT
TWILIGHT ZONE	3 208 205		A 15.5 26 1331	1959 773 389	846 366 570 541 370 219	676 319 489 467 294 141	101^ 32^	336 211
FRI. 8.00P 60 CBS SF 99 99			B 16.2 28 1392	1973 795 381	876 371 592 560 391 231	686 306 501 473 311 140	119 36	292 193
8.00 - 8.30			A 14.7 26 1263	1896 748 375	827 351 546 525 360 224	664 307 482 453 294 146	93^ 23v	312 206
8.30 - 9.00			A 16.3 27 1400	2008 798 404	863 381 590 552 378 217	683 330 496 478 293 134	105 39^	357 214
227	3 199		A 18.0 31 1546	1829 766 307	883 296 521 492 377 324	428 154^ 282 276 208 128^	171^ 85^	347 246
1 SAT. 9.30P 30 NBC CS 98			B 18.1 31 1555	1867 791 316	879 281 489 454 370 347	528 172 304 289 261 194	167 113	293 224
WEBSTER	4 211 209		A 14.4 25 1237	1943 736 318	863 259 461 384 355 360	397 128 210 220 162 152	169 113	514 299
FRI. 8.00P 30 ABC CS 99 99			B 14.0 25 1203	1839 781 311	882 265 432 397 356 380	443 142 221 222 189 184	141 89	373 215
WHO'S THE BOSS?	3 205 203		A 23.4 36 2010	1959 787 405	867 323 550 492 407 254	491 194 342 331 233 109	227 144	374 231
TUE. 8.00P 30 ABC CS 99 99			B 22.4 35 1924	1913 793 387	871 325 541 505 398 259	520 199 356 341 266 120	195 119	327 206
*LATE FRINGE ABC NEWS-NIGHTLINE-MON CONT'D	2 190 190		A 5.0 24 430	1081 363 89^	416 142^ 246^165^ 168^151^	665 284^ 446 402 251^195^	LT LT	LT LT

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
LATE FRINGE CONT'D																																					
ABC NEWS:NIGHTLINE-CONT'D																																					
1	MON.	1.07A	30	ABC	N	97	97	B	5.0	24	430	1081	363	89	416	142	246	165	168	151	665	284	446	402	251	195	LT	LT			LT	LT					
2	MON.	12.28A	42					A	5.9	26	507	1199	320	48	365	120	203	83	156	162	834	303	564	522	330	233	LT	LT			LT	LT					
		12.30 - 1.00						A	4.3	23	369	949	385	119	442	152	287	260	198	108	507	277	334	290	162	163	LT	LT			LT	LT					
		1.00 - 1.30						A	3.8	23	326	926	515	203	607	218	328	236	110	279	319	208	208	138	111	111	LT	LT			LT	LT					
		1.30 - 2.00																																			
ABC NEWS:NIGHTLINE																																					
1	TUWF	11.30P	30	ABC	N	97	97	B	5.9	16	507	1252	648	193	704	130	293	346	378	310	516	104	250	284	309	211	24	LT			LT	LT					
1	THU.	11.30P	31					A	6.0	16	515	1245	637	188	698	132	291	341	371	308	513	106	251	285	306	206	26	LT			LT	LT					
2	TU&TH	11.30P	30					A	5.3	19	455	1435	896	384	896	39	379	536	719	360	539	LT	263	263	451	276	LT	LT			LT	LT					
2	WED.	11.30P	37																																		
2	FRI.	11.30P	31																																		
		11.30 - 12.00						A	6.0	16	515	1245	637	188	698	132	291	341	371	308	513	106	251	285	306	206	26	LT			LT	LT					
		12.00 - 12.30						A	5.3	19	455	1435	896	384	896	39	379	536	719	360	539	LT	263	263	451	276	LT	LT			LT	LT					
ABC NEWS:NIGHTLINE TUE(B)																																					
1	TUE.	12.00M	11	ABC	N	198	98	A	3.0	11	258	926	484	171	542	97	182	151	112	333	384	71	202	202	313	182	LT	LT			LT	LT					
ABC NEWS:NIGHTLINE-TH(B)																																					
2	THU.	12.00M	14	ABC	N	200	98	A	7.7	24	661	1290	618	142	618	120	120	198	304	300	672	168	436	466	369	206	LT	LT			LT	LT					
ABC WEEKEND REPORT-SAT.																																					
	SAT.	11.30P	15	ABC	N	159	157	A	2.8	7	241	1041	539	245	659	228	436	299	336	223	341	LT	141	216	303	108	LT	LT			41	41					
						85	85	B	2.8	7	241	1041	539	245	659	228	436	299	336	223	341	LT	141	216	303	108	LT	LT			41	41					
ABC WEEKEND REPORT-SUN.																																					
1	SUN.	12.53A	15	ABC	N	158	162	A	3.5	17	301	1193	576	153	622	127	300	309	303	283	456	110	210	237	223	179	92	66			23	23					
2	SUN.	11.30P	15			85	89	B	3.5	17	301	1193	576	153	622	127	300	309	303	283	456	110	210	237	223	179	92	66			23	23					
CBS LATE NIGHT I																																					
1	MTUF	11.30P	67	CBS	FF	179	180	A	5.2	17	447	1172	565	216	666	262	427	333	315	197	452	164	270	215	219	159	45	20			LT	LT					
1	WED.	11.30P	64			88	89	B	5.3	17	455	1224	580	219	690	253	425	335	328	225	474	168	280	231	227	172	45	20			15	12					
	THU.	11.30P	66																																		
2	M & TU	11.30P	67																																		
2	WED.	11.30P	65																																		
2	FRI.	11.30P	68																																		
		11.30 - 12.00						A	5.6	16	481	1202	563	193	655	258	425	327	310	193	461	153	264	225	226	171	62	35			24	21					
		12.00 - 12.30						A	5.0	18	430	1172	569	247	692	280	447	346	315	199	451	181	286	214	217	142	29	11			LT	LT					
		12.30 - 1.00						A	4.5	20	387	1088	533	274	646	212	387	330	354	209	403	150	248	194	199	140	39	18			LT	LT					
CBS LATE NIGHT II																																					
1	MON.	12.37A	45	CBS	FF	179	180	A	3.2	17	275	1084	473	294	597	189	393	340	331	167	469	189	338	237	244	127	18	LT			LT	LT					
1	TUE.	12.37A	47			88	89	B	3.4	19	292	1046	458	261	576	164	364	304	324	184	446	180	318	234	222	123	24	LT			LT	LT					
1	WED.	12.34A	52																																		
1	THU.	12.36A	51																																		
1	FRI.	12.37A	48																																		
2	MON.	12.37A	51																																		
2	TUE.	12.37A	50																																		
2	WED.	12.35A	49																																		
2	THU.	12.36A	45																																		
2	FRI.	12.38A	52																																		
		12.30 - 1.00						A	3.5	17	301	1086	478	295	597	202	399	353	329	155	459	187	319	229	229	127	30	20			LT	LT					
		1.00 - 1.30						A	3.0	18	258	1054	460	286	577	163	376	318	333	174	477	187	349	240	263	128	LT	LT			LT	LT					
CBS NEWS NIGHTWATCH-1																																					
	CONT'D					15	62	A	1.2	13	103	767	388	214	534	204	427	340	310	97	233	68	97	117	165	116	LT	LT			LT	LT					

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
														K E Y		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)													
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.												
LATE FRINGE CONT'D																																							
CBS NEWS NIGHTWATCH-CONT'D																																							
1	M-THSU	2.00A	30	CBS	N	59	57	B	1.3	14	112	624	296	169	431	142	278	224	268	148	193	56	74	86	137	107	LT	LT	LT	LT									
2	M-TH	2.00A	30																																				
2	SUN.	2.11A	19																																				
CBS NEWS NIGHTWATCH-2														15	86	85	A	1.2	16	103	699	349	165	437	175	330	272	233	97	262	156	165	126	106	78	LT	LT	LT	LT
M-THSU 2.30A 30 CBS N														75	75	B	1.3	17	112	501	239	125	331	131	227	191	183	98	170	105	110	86	65	48	LT	LT	LT	LT	
CBS NEWS NIGHTWATCH-3														15	99	98	A	1.1	23	94	468	256	54	256	117	234	181	139	LT	212	106	148	74	85	53	LT	LT	LT	LT
M-THSU 3.00A 180 CBS N														85	85	B	1.1	23	94	467	210	52	217	83	165	134	106	LT	178	68	123	75	86	LT	LT	LT	LT		
3.00 - 3.30																A	1.2	19	103	563	340	107	340	175	292	214	165	48	223	165	175	107	58	LT	LT	LT	LT		
3.30 - 4.00																A	1.1	21	94	500	372	96	372	170	362	266	202	LT	128	107	117	53	LT	LT	LT	LT			
4.00 - 4.30																A	1.1	24	94	553	277	LT	277	192	266	181	85	LT	276	96	117	LT	106	149	LT	LT	LT	LT	
4.30 - 5.00																A	1.1	26	94	426	182	LT	182	107	171	75	75	LT	244	85	95	LT	85	149	LT	LT	LT	LT	
5.00 - 5.30																A	1.0	24	86	291	152	LT	152	LT	152	152	117	LT	139	70	139	69	69	LT	LT	LT	LT		
5.30 - 6.00																A	.9	20	77	390	195	65	195	LT	195	195	143	LT	195	117	195	78	78	LT	LT	LT	LT		
CBS SUNDAY NEWS-OSGOOD														3	125	122	A	4.5	9	387	1364	549	298	789	254	419	269	338	347	467	124	302	300	266	152	61	48	47	47
1 SUN. 11.00P 15 CBS N														66	65	B	5.3	11	455	1414	611	323	792	230	418	341	376	353	471	71	275	284	307	178	82	75	69	69	
2 SUN. 11.11P 15																																							
DAVID LETTERMAN I														8	194	194	A	3.5	18	301	1093	422	149	472	166	245	209	200	163	615	309	399	312	213	156	LT	LT	LT	LT
1 M-TH 12.30A 30 NBC GV														99	99	B	3.5	18	301	1093	422	149	472	166	245	209	200	163	615	309	399	312	213	156	LT	LT	LT	LT	
2 MON. 12.43A 30																																							

2 TUE.	12.35A	30																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
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1ST OCT. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																										
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. H	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY HOUSE WOM.	WORK-ING	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)														
															TOTAL	18-34	WOMEN			MEN								TOTAL FEM.	TOTAL 6-11													
																	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+																
LATE FRINGE CONT'D																																										
FRIDAY NIGHT VIDEO-CONT'D																																										
		12.30 - 1.00							A	4.4	17	378	1222	595	158^		659	225^	511	420	341^	114^	487	257^	338^	248^	204^	130^	76v	60v	LT	LT										
		1.00 - 1.30							A	2.9	15	249	855	494^	120v		550	217^	397^	361^	257^	96v	241^	181^	201^	176^	60v	LT	64v	24v	LT	LT										
		1.30 - 2.00							A	2.1	13	180	544^	255^	145v		261^	156v	167v	95v	55v	94v	233^	194^	233^	127v	39v	LT	50v	LT	LT	LT										
		2.00 - 2.30							A	1.7	13	146	575^	390v	158v		390v	233v	233v	233v	157v	157v	LT	LT	LT	LT	LT	LT	172v	LT	LT	LT										
G MICHAELS SPORTS MACHINE															4	80	79	A	1.5	5	129	721^	349^	155v		349^	202v	256v	256v	54v	93v	326^	225v	264v	302^	101v	LT	LT	LT	LT	46v	46v
	1 SUN.	12.00M	15	NBC SC			49	52	B	1.6	6	137	796	295	95		317	145	196	196	51	121	454	145	262	240	186	163	LT	LT	LT	LT	LT									
	2 SUN.	12.09A	15																																							
SAT NIGHT'S MAIN EVENT(S)															202			A	8.3	24	713	1736	535	311^		659	278^	495	417	322^	140^	700	320^	573	533	348^	103^	225^	58v	152^	144^	
	1 SAT.	11.30P	84	NBC CV			99		A	9.0	23	773	1743	575	291^		686	278^	495	418	344^	176^	671	290^	513	512	326^	134^	203^	41v	183^	160^										
		11.30 - 12.00							A	8.1	24	696	1701	552	338^		651	280^	484	406	312^	133^	703	317^	575	536	357^	104^	215^	57v	132^	132^										
		12.00 - 12.30							A	7.8	27	670	1734	445	297^		619	274^	499	414	298^	96v	726	355^	648	560	371^	52v	259^	79v	130^	130^										
		12.30 - 1.00																																								
SATURDAY NIGHT															44	199		A	6.2	22	533	1675	613	412^		759	345^	613	499	364^	79v	593	288^	447^	453^	211^	95v	263^	111v	60v	LT	
	2 SAT.	11.56P	83	NBC GV			99		B	7.0	21	601																														
		12.00 - 12.30							A	6.9	21	593	1789	725	469		818	335^	630	560	377^	118^	657	304^	485	523	251^	102v	270^	102v	44v	LT										
		12.30 - 1.00							A	6.0	22	515	1629	580	437^		697	323^	565	489^	374^	29v	606	291^	427^	428^	186^	129v	281^	129v	45v	LT										
		1.00 - 1.30							A	5.2	23	447	1535	464^	278^		766	442^	717	414^	324^	49v	433^	263^	433^	361^	170^	LT	229^	106v	107v	LT										
TONIGHT SHOW															8	201	200	A	6.8	22	584	1339	623	190		690	187	333	304	304	303	547	211	334	289	251	177	48^	22v	54^	34^	
	1 TU-F	11.30P	60	NBC GV			99	99	B	6.8	22	584	1339	623	190		690	187	333	304	304	303	547	211	334	289	251	177	48	22	54	34										
	2 MON.	11.43P	60						A	7.9	22	679	1362	626	233		698	217	360	312	302	285	577	225	346	291	261	192	34^	15v	53^	38^										
	2 TUE.	11.35P	60						A	6.5	23	558	1308	622	166		684	177	325	291	295	308	519	204	324	281	242	163	49^	20v	56^	36^										
	2 WED.	11.58P	60						A	4.9	21	421	1261	599	83^		682	102^	271^	327	362	355	459	152^	263^	285^	216^	155^	78v	45v	42v	LT										
	2 FRI.	11.46P	60																																							
		11.30 - 12.00							A	7.9	22	679	1362	626	233		698	217	360	312	302	285	577	225	346	291	261	192	34^	15v	53^	38^										
		12.00 - 12.30							A	6.5	23	558	1308	622	166		684	177	325	291	295	308	519	204	324	281	242	163	49^	20v	56^	36^										
		12.30 - 1.00							A	4.9	21	421	1261	599	83^		682	102^	271^	327	362	355	459	152^	263^	285^	216^	155^	78v	45v	42v	LT										
WEEKDAY DAYTIME																																										
ABC AFTERSCHOOL SPECIAL(S)															182			A	7.3	22	627	1100	648	215^		720	283^	521	373^	319^	199^	94v	55v	64v	64v	9v	30v	145^	102v	141^	52v	
	2 WED.	4.00P	60	ABC FV			91		A	6.9	21	593	997	633	206^		702	298^	501	342^	292^	201^	82v	53v	53v	53v	LT	29v	136^	120^	77v	LT										
		4.00 - 4.30							A	7.7	22	661	1183	663	218^		735	269^	537	399^	342^	198^	103v	57v	75v	75v	18v	28v	148^	83v	197^	99v										
		4.30 - 5.00																																								
ABC DAYTIME NEWSBRIEF-M-F															10	202	203	A	7.7	28	661	1253	774	232		877	397	646	560	386	194	241	125	159	124	50^	82^	67^	57^	68^	23v	
	1 M-TH	2.58P	1	ABC N		96	96		B	7.7	28	661	1253	774	232		877	397	646	560	386	194	241	125	159	124	50^	82	67	57	68	23										
	1 FRI.	2.57P	2																																							
	2 MWF	2.58P	1																																							
	2 TU&TH	2.57P	2																																							
ABC WORLD NEWS-MORN-615A															10	125	124	A	1.8	20	155	1058	529	278^		529	200^	445	432	309^	58v	445	142^	336^	355^	258^	90v	LT	LT	71v	71v	
	M-F	6.15A	15	ABC N		79	79		B	1.8	20	155	1058	529	278		529	200	445	432	309	58	445	142	336	355	258	90	LT	LT	71	71										
ABC WORLD NEWS-MORN-645A															10	173	172	A	2.2	17	189	1196	640	291^		651	153^	408	403	408	217^	467	164^	318^	323^	223^	133^	31v	LT	47v	47v	
	M-F	6.45A	15	ABC N		93	93		B	2.2	17	189	1196	640	291		651	153	408	403	408	217	467	164	318	323	223	133	31	LT	47	47										
ALL MY CHILDREN															10	210	210	A	7.5	27	644	1239	761	210		887	399	646	522	368	206	226	133	191	166	67^	35^	55^	46^	71^	32^	
	1 M-F	1.00P	60	ABC DD		99	99		B	7.5	27	644	1239	761	210		887	399	646	522	368	206	226	133	191	166	67	35	55	46	71	32										
	2 MWTHF	1.00P	60																																							
CONT'D																																										

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																			
WK #		DAY		START TIME		DUR		NET		PROG. TYPE		WK 1 WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. SHARE % (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)															
																								TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL FEM.		TOTAL 6-11	
WEEKDAY DAYTIME CONT'D																																																			
ALL MY CHILDREN-CONT'D																																																			
2 TUE. 1.08P 52																																																			
1.00 - 1.30																																																			
1.30 - 2.00																																																			
ALL STAR BLITZ 10 169 169																																																			
M-F 11.30A 30 ABC QP 81 81																																																			
AMER. LEAGUE CHAMP GM 2(S) 204																																																			
2 WED. 3.00P 229 NBC SE 99																																																			
3.00 - 3.30																																																			
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6.30 - 7.00																																																			
AMERICAN TREASURY 6 197 197																																																			
MWF 3.58P 1 CBS DO 93 93																																																			
ANOTHER WORLD 9 203 203																																																			
1 M-F 2.00P 60 NBC DD 99 99																																																			
2 MTUTHF 2.00P 60																																																			
2.00 - 2.30																																																			
2.30 - 3.00																																																			
ANOTHER WORLD-WED.(B) 166																																																			
2 WED. 2.00P 60 NBC DD 80																																																			
2.00 - 2.30																																																			
2.30 - 3.00																																																			
AS THE WORLD TURNS 15 205 205																																																			
M-F 1.30P 60 CBS DD 99 99																																																			
1.30 - 2.00																																																			
2.00 - 2.30																																																			
BODY LANGUAGE 15 96 94																																																			
M-F 4.00P 30 CBS PV 52 52																																																			
CAPITOL 15 195 195																																																			
M-F 2.30P 30 CBS DD 94 94																																																			
CBS EARLY MORNING NEWS 15 137 135																																																			
M-F 6.30A 30 CBS N 88 88																																																			
CBS MORNING NEWS 1 15 200 200																																																			
M-F 7.30A 30 CBS N 99 99																																																			
CBS MORNING NEWS 2 15 201 201																																																			
M-F 8.30A 30 CBS N 99 99																																																			
DAYS OF OUR LIVES 10 209 203																																																			
M-F 1.00P 60 NBC DD 99 96																																																			
CONT'D																																																			

NBC NEWS AT SUNRISE				10	187	191	A	2.1	18	180	1211	610	306^	617	145^	278^355^	249^262^	410	71^	176^210^	189^200^	56^	LT	128^	33^				
M-F 6.30A 30 NBC N				97	97	97	B	2.1	18	180	1211	610	306	617	145	278	355	249	262	410	71	176	210	189	200	56	LT	128	33
NBC NEWS DIGEST-DAYTIME				5	196	196	A	4.1	15	352	1136	830	108^	901	299	486	378	352	404	159^	34^	64^	57^	76^	89^	37^	37^	39^	LT
1 M-F 2.57P 1 NBC N				96	96	96	B	4.1	15	352	1136	830	108	901	299	486	378	352	404	159	34	64	57	76	89	37	37	39	LT
2 M & F 2.57P 1																													
NBC NEWS DIGEST-DAYTIME(B)				161			A	3.5	13	301	814^	619^160^	652^199^	362^299^	263^290^	162^	56^	72^	72^	63^	90^	LT	LT	LT	LT				
2 WED. 2.57P 1 NBC N				77																									
NEWSBREAK-11.57				15	182	181	A	6.4	27	550	1318	736	195	853	239	473	436	370	351	297	81^	139	107^	123	148	27^	16^	141	22^
M-F 11.57A 2 CBS N				85	83	83	B	6.3	26	541	1326	746	196	879	265	490	427	366	358	305	68	140	110	134	156	28	18	114	17
NEWSBREAK-3.44				10	202	201	A	6.5	21	558	1181	808	170	901	255	473	395	404	382	149	46^	77^	56^	61^	68^	87^	54^	44^	18^
1 M & TU 3.44P 1 CBS N				98	98	98	B	6.5	21	558	1181	808	170	901	255	473	395	404	382	149	46	77	56	61	68	87	54	44	18
1 W-F 3.45P 1																													
2 M-F 3.45P 1																													
ONE LIFE TO LIVE				10	209	209	A	7.6	28	653	1239	730	242	850	383	636	525	377	182	247	137	174	136	52^	73^	69^	61^	73^	23^
M-F 2.00P 60 ABC DD				99	99	99	B	7.6	28	653	1239	730	242	850	383	636	525	377	182	247	137	174	136	52	73	69	61	73	23
2.00 - 2.30							A	7.4	27	636	1200	712	243	827	377	620	506	360	177	243	144	172	132	45^	71^	63^	57^	67^	22^
2.30 - 3.00							A	7.9	29	679	1239	732	239	851	378	635	532	385	183	242	130	171	138	54^	71^	73^	64^	73^	22^
PRESS YOUR LUCK				15	164	164	A	3.4	15	292	1171	728	157^	821	223^	373	322	390	417	192^	45^	93^	96^	103^	76^	LT	LT	144^	51^
M-F 10.30A 30 CBS QP				79	79	79	B	3.4	15	292	1215	748	134	864	244	412	333	372	423	215	41	110	103	118	89	26	LT	110	41
PRICE IS RIGHT 1				15	208	208	A	5.7	25	490	1278	736	150	831	234	463	433	399	349	265	81^	131^	79^	96^129^	16^	LT	166	33^	
M-F 11.00A 30 CBS AP				99	99	99	B	5.7	25	490	1276	718	164	833	242	465	419	371	347	282	66	125	93	119	142	24	11	137	24
PRICE IS RIGHT 2				15	208	208	A	7.3	31	627	1284	744	156	826	225	449	432	383	347	282	79^	126	103^	105	147	19^	9^	157	25^
M-F 11.30A 30 CBS AP				99	99	99	B	7.3	31	627	1281	734	166	837	235	451	416	370	355	293	65^	119	104	122	157	22	13	129	19

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)									
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11						
WEEKDAY DAYTIME CONT'D																																		
YOUR NUMBER'S UP																																		
M-F 10.00A 30 NBC QG 15 124 124														A 2.1 9 180	1061	617	116	689	189	278	228	206	361	216	72	99	111	56	105	LT	LT	145	LT	
75 75														B 2.1 9 180	1073	630	128	711	234	349	309	238	312	222	63	103	116	100	93	LT	LT	122	LT	
*WEEKEND DAYTIME																																		
ABC FUN FIT-10:25AM																																		
SAT. 10.25A 4 ABC CN 4 198 197														A 4.0 15 344	1061	129	35	172	35	128	145	137	27	180	26	125	130	154	50	180	78	529	360	
97 97														B 4.2 15 361	1431	191	74	212	73	168	182	139	30	208	76	123	119	81	73	285	119	726	506	
ABC FUN FIT-11:25AM																																		
SAT. 11.25A 4 ABC CN 4 195 194														A 4.3 15 369	1431	350	90	385	130	249	237	162	121	218	73	96	63	50	122	156	119	672	374	
94 94														B 4.1 14 352	1388	281	64	338	134	215	186	123	109	161	80	97	80	32	64	215	164	674	380	
ABC WEEKEND SPECIALS																																		
SAT. 12.00N 30 ABC FV 4 167 180														A 3.8 13 326	1607	439	101	488	267	326	224	96	144	386	187	233	198	114	143	205	171	528	384	
86 90														B 3.8 13 326	1439	330	80	370	217	266	223	91	88	243	128	151	122	73	88	202	185	624	410	
ABC WIDE WRLD-SPORTS SPEC(S)																																		
1 SAT. 1.30P 90 ABC SA 135														A 2.2 7 189	1000	365	LT	365	127	190	153	79	175	460	122	190	206	158	180	132	132	43	32	
1.30 - 2.00														A 2.0 7 172	1017	303	59	303	199	199	71	51	104	581	226	290	210	152	203	104	104	29	LT	
2.00 - 2.30														A 2.3 7 198	1040	343	LT	343	106	202	202	96	141	389	56	146	242	186	147	212	212	96	96	
2.30 - 3.00														A 2.3 7 198	939	429	LT	429	86	166	166	80	263	429	101	152	166	136	192	81	81	LT	LT	
ABC WIDE WORLD-SPTS SPEC(S)																																		
1 SUN. 1.30P 90 ABC SA 160														A 2.3 6 198	1081	374	196	404	76	243	243	207	161	418	30	186	272	327	146	213	LT	46	LT	
88														A 2.3 6 198	616	157	46	207	91	91	91	116	116	409	LT	268	268	353	141	LT	LT	LT	LT	
1.30 - 2.00														A 2.2 6 189	1185	440	243	482	79	280	280	201	202	344	96	96	186	169	158	359	LT	LT	LT	LT
2.00 - 2.30														A 2.3 6 198	1485	535	298	535	60	358	358	298	177	526	LT	198	374	475	152	288	LT	136	LT	
2.30 - 3.00																																		
ALVIN AND THE CHIPMUNKS																																		
SAT. 11.00A 30 NBC CA 4 198 179														A 6.5 24 558	1849	195	23	229	140	140	108	32	79	175	129	144	92	32	31	356	169	1089	732	
98 83														B 6.9 25 593	1777	264	81	297	185	204	149	66	80	186	131	154	103	30	32	260	148	1034	655	
AMER. LEAGUE CHAMP GM 5(S)																																		
2 SUN. 4.30P 156 NBC SE 205														A 12.9 27 1108	1510	523	115	581	182	277	258	219	281	765	175	320	370	382	364	60	16	104	58	
99																																		
4.30 - 5.00														A 11.4 26 979	1421	540	128	575	191	287	248	216	256	757	173	306	380	366	366	89	37	LT	LT	
5.00 - 5.30														A 12.1 27 1039	1421	544	64	585	208	307	258	203	253	785	189	317	337	366	389	51	LT	LT	LT	
5.30 - 6.00														A 13.6 29 1168	1432	479	103	539	149	247	254	207	266	780	173	328	367	393	359	40	LT	73	40	
6.00 - 6.30														A 13.3 27 1142	1596	561	119	626	214	302	298	223	302	736	152	305	386	389	350	64	18	170	98	
6.30 - 7.00														A 14.0 27 1203	1598	482	125	561	157	238	229	220	305	791	191	345	390	405	373	60	18	186	105	
7.00 - 7.30														A 12.8 24 1100	1928	664	305	754	204	403	351	363	351	675	162	311	343	345	307	83	45	416	212	
AMERICAN BANDSTAND																																		
SAT. 12.30P 60 ABC PC 4 128 142														A 2.3 7 198	1470	475	247	541	294	383	298	222	86	551	323	415	309	166	101	171	136	207	107	
68 73														B 2.3 8 198	1545	470	152	513	337	392	349	153	68	488	313	380	263	129	91	183	166	361	233	
12.30 - 1.00														A 2.1 7 180	1472	423	217	517	312	368	295	155	88	522	344	416	388	117	84	205	171	228	128	
1.00 - 1.30														A 2.5 8 215	1419	496	265	529	265	386	284	264	74	557	302	404	237	200	106	146	103	187	85	
BERENSTAIN BEARS																																		
SAT. 8.00A 30 CBS CA 4 194 193														A 3.5 23 301	1588	169	53	169	110	126	106	40	43	206	100	143	143	43	63	70	LT	1143	844	
96 96														B 3.4 23 292	1620	176	72	192	123	143	110	51	38	160	52	91	91	39	69	131	39	1137	814	
BUGS BUNNY/LOONEY TUNES-1																																		
SAT. 8.00A 30 ABC CA 4 207 206														A 2.7 18 232	1560	332	86	366	178	232	198	90	134	185	85	168	129	83	LT	56	21	953	539	
99 99														B 2.8 19 241	2055	300	86	316	185	211	189	51	96	160	64	136	103	72	24	340	LT	1239	817	
BUGS BUNNY/LOONEY TUNES-2																																		
SAT. 8.30A 30 ABC CA 4 208 207														A 4.2 21 361	1346	113	23	113	21	44	52	92	61	296	144	216	177	72	80	100	56	837	507	
99 99														B 4.4 22 378	1745	227	82	227	97	108	119	109	96	232	96	173	143	87	59	283	27	1003	619	
CBS COLLEGE FOOTBALL PRE																																		
1 SAT. 2.30P 6 CBS SC 4 178 176														A 3.8 11 326	1368	353	71	399	120	239	215	205	160	583	160	331	427	361	156	116	98	270	147	
94 94														B 4.2 13 361	1378	423	130	481	185	285	255	154	196	590	248	372	401	240	175	109	50	198	96	
2 SAT. 2.30P 7																																		
CBS COLLEGE FOOTBALL CONT'D																																		
4 183 189														A 5.4 15 464	1369	375	80	412	117	221	203	197	180	735	193	388	418	390	283	125	55	97	73	

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PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
												WOMEN					MEN													
												18-34					35-49					50-64					TOTAL		TOTAL	
												18-34					35-49					50-64					TOTAL		TOTAL	
WEEKEND DAYTIME CONT'D																														
CBS COLLEGE FOOTBALL-CONT'D																														
1	SAT.	2.36P	231	CBS	SE	95	96	B	5.5	15	472	1451	454	116	486	151	255	228	191	203	725	201	376	399	343	290	114	31	126	88
2	SAT.	2.36P	186					A	4.2	13	361	1227	288	70v	324	94v	188	172	166	136	617	143	304	405	399	212	122	100	164	85v
		2.30 - 3.00						A	4.5	14	387	1245	290	75v	331	95	194	178	176	137	681	180	382	396	395	203	163	93	70v	70v
		3.30 - 4.00						A	4.4	13	378	1294	351	61v	385	122	236	240	194	134	722	196	445	436	386	230	120	39v	67v	67v
		4.00 - 4.30						A	4.5	13	387	1486	423	81v	446	174	285	269	193	153	777	222	465	501	422	248	177	69v	86v	72v
		4.30 - 5.00						A	5.3	15	455	1400	429	54v	451	166	266	238	197	169	759	185	385	425	409	295	133	63v	57v	57v
		5.00 - 5.30						A	6.7	18	576	1372	383	82	431	140	208	179	180	193	762	192	378	398	378	340	122	47v	57v	43v
		5.30 - 6.00						A	7.1	19	610	1310	354	87	396	66	163	163	191	220	703	192	334	359	343	325	115	50v	96	82
		6.00 - 6.30						A	8.5	21	730	1574	474	118	515	35v	211	211	294	304	784	210	378	420	399	346	33v	LT	242	138
CBS COLLEGE FOOTBALL POST																														
2	SAT.	5.43P	17	CBS	SC	189	96	A	4.0	10	344	1288	348	96v	348	78v	156v	209	131v	139v	612	192v	347	313	291	205	35v	LT	293	41v
								B	4.0	10	344	1288	348	96	348	78	156	209	131	139	612	192	347	313	291	205	35	LT	293	41
CBS NFL TODAY																														
	SUN.	12.30P	30	CBS	SC	199	192	A	5.7	18	490	1598	512	287	611	235	377	313	254	184	872	345	604	590	439	187	101	10v	14v	LT
						98	98	B	6.1	19	524	1511	451	239	511	197	323	272	220	148	810	301	597	564	405	169	154	11	36	30
CBS NFL FOOTBALL GAME 1																														
1	SUN.	1.00P	193	CBS	SE	206																								

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PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
WK #	DAY	START TIME	DUR	PROG. NET	TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					WOMEN					MEN					TEENS (12-17)	CHILDREN (2-11)												
															TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11												
WEEKEND DAYTIME CONT'D																																								
CFA COLLEGE FOOTBA-CONT'D																																								
4.30 - 5.00																		A	6.0	17	515	1190	237	155	336	118	198	103	130	138	802	191	441	431	425	297	52	LT	LT	LT
5.00 - 5.30																		A	6.1	17	524	1321	219	177	312	92	179	99	138	133	868	217	503	480	471	309	53	LT	88	LT
5.30 - 6.00																		A	7.0	19	601	1293	245	127	297	54	156	118	169	141	907	245	510	461	445	357	53	LT	36	LT
6.00 - 6.30																		A	7.8	19	670	1399	349	140	362	28	172	199	263	155	824	232	422	407	359	342	67	12	146	50
6.30 - 7.00																		A	8.2	19	704	1570	484	88	499	41	268	267	323	209	884	169	455	507	479	358	114	54	73	54
CFA COLLEGE FOOTBALL POST 3 204																		A	7.4	17	636	1363	250	90	276	1	105	134	249	142	917	362	533	452	255	334	45	LT	125	44
2 SAT. 6.39P 21 ABC SC 99																		B	5.6	13	481	1433	364	138	390	68	194	208	249	182	774	234	380	369	307	329	73	LT	196	57
CHARLIE BROWN&SNOOPY SHOW 4 144 159																		A	3.7	12	318	1849	508	271	555	261	398	383	231	111	217	45	176	176	131	41	366	128	711	425
SAT. 12.30P 30 CBS CA 71 83																		B	3.6	12	309	1721	389	226	451	238	308	232	148	117	215	110	179	102	84	36	305	145	750	452
DROIDS: ADVENTURES 4 209 208																		A	4.5	17	387	1437	117	44	145	55	94	103	90	13	126	62	90	58	39	25	393	121	773	370
SAT. 9.30A 30 ABC CA 99 99																		B	4.8	18	412	1819	192	86	215	82	135	147	133	46	138	47	93	76	51	40	566	155	900	563
DUNGEONS AND DRAGONS 4 189 186																		A	4.0	14	344	1767	274	300	390	277	328	226	73	62	292	225	260	233	35	32	280	75	805	489
SAT. 11.30A 30 CBS CA 94 93																		B	4.2	15	361	1917	313	227	437	278	336	211	113	101	269	171	230	195	82	16	422	119	789	575
EWOKS 4 209 208																		A	4.8	20	412	1583	152	71	195	101	145	119	94	32	190	70	143	122	79	41	307	102	891	443
SAT. 9.00A 30 ABC CA 99 99																		B	5.0	20	430	1855	204	97	224	103	152	139	114	65	167	65	124	98	61	41	502	116	962	580
FACE THE NATION 3 140 123																		A	2.7	9	232	1315	629	228	789	293	435	371	322	263	501	182	337	246	263	164	25	LT	LT	LT
SUN. 10.30A 30 CBS CC 86 82																		B	2.7	9	232	1262	586	190	691	193	335	293	310	296	546	178	345	286	298	201	25	LT	LT	LT
GET ALONG GANG 4 120 135																		A	3.4	11	292	1654	353	216	353	278	326	257	75	LT	90	27	90	90	63	LT	537	273	674	428

SAT.	1.00P	30	CBS	CA	60	73	B	3.7	12	318	1620	346	183	358	230	309	196	92	36	140	57	96	63	58	33	355	221	767	481	
GUMMI BEARS					4	196	196	A	4.3	21	369	1626	144^	44^	144^	52^	104^	104^	62^	40^	103^	29^	78^	78^	57^	25^	97^	43^	1282	921
SAT.	8.30A	30	NBC	CA	97	97	B	4.5	22	387	1715	168	34	168	101	139	69	53	29	123	48	91	101	58	22	162	64	1262	871	
IN THE NEWS-	8.26AM				1	193		A	4.6	26	395	1803	179^	LT	179^	152^	152^	152^	27^	27^	162^	162^	162^	162^	LT	LT	220^	220^	1242	766
2 SAT.	8.26A	3	CBS	CN		96		B	4.6	26	395	1803	179	LT	179	152	152	152	27	27	162	162	162	162	LT	LT	220	220	1242	766
IN THE NEWS-	8.56AM				1	196		A	4.2	20	361	1407	122^	28^	122^	67^	67^	93^	55^	29^	133^	133^	133^	133^	LT	LT	LT	LT	1152	676^
2 SAT.	8.56A	3	CBS	CN		96		B	4.2	20	361	1407	122	28	122	67	67	93	55	29	133	133	133	133	LT	LT	LT	LT	1152	676
IN THE NEWS-	11.56AM				4	189	185	A	3.8	13	326	1767	406^	206^	436	307^	360^	240^	74^	76^	285^	216^	243^	213^	27^	42^	232^	82^	814	457
SAT.	11.56A	3	CBS	CN		94	93	B	3.9	14	335	1858	327	167	420	267	310	193	97	110	275	179	242	180	76	20	353	90	810	566
IN THE NEWS-	12.26PM				4	172	171	A	3.6	13	309	2026	543	352^	694	461	559	320^	189^	97^	462	223^	322^	170^	135^	140^	261^	159^	609	297^
SAT.	12.26P	3	CBS	CN		85	84	B	3.3	11	283	1936	489	318	605	385	472	269	180	112	327	181	245	124	90	82	273	152	731	402
IN THE NEWS-	12.56PM				4	144	158	A	3.8	12	326	1736	496	257^	548	264^	389^	371^	215^	113^	209^	59^	157^	157^	98^	52^	334^	138^	645	366^
SAT.	12.56P	3	CBS	CN		71	83	B	3.5	12	301	1594	360	199	418	225	293	218	126	101	202	110	162	82	65	40	292	155	682	417
IN THE NEWS-	1.26PM				4	120	134	A	3.4	11	292	1596	305^	168^	305^	278^	278^	200^	27^	LT	62^	24^	62^	62^	38^	LT	578	315^	651	414^
SAT.	1.26P	3	CBS	CN		60	73	B	3.7	12	318	1570	293	166	307	206	256	140	63	38	135	56	91	58	55	32	380	234	748	458
IT'S PUNKY BREWSTER					4	196	198	A	6.5	24	558	1539	174^	49^	208^	148^	148^	95^	32^	45^	167^	124^	132^	85^	43^	35^	176^	68^	988	637
SAT.	10.30A	30	NBC	CA		97	97	B	6.9	25	593	1617	275	154	305	218	241	137	63	50	147	106	124	81	34	23	181	88	984	574
KIDD VIDEO					4	176	155	A	4.7	17	404	1861	221^	15^	255^	106^	169^	143^	106^	86^	284^	243^	243^	122^	21^	41^	280^	107^	1042	686
SAT.	11.30A	30	NBC	CA		93	78	B	5.3	19	455	1898	306	113	332	167	216	165	112	108	275	225	248	121	33	27	225	126	1066	696
LAND OF THE LOST					4	172	172	A	3.9	14	335	2101	579	334^	737	510	601	344^	171^	103^	444	223	322^	192^	132^	122^	173^	112^	747	422
SAT.	12.00N	30	CBS	CL		85	84	B	3.7	13	318	2062	498	319	633	409	499	293	181	117	334	202	262	138	85	72	260	126	835	505

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11	
WEEKEND DAYTIME CONT'D															A	6.6	18	567	1228	306^133^	348^	42v	115v	163^	230^185^	809	322^	441^	567	401^	242^	LT	LT	71v	LT
SPORTSWORLD-SAT.-CONT'D															A	6.8	18	584	1255	442^ 82v	462	134^	196^	146^	212^211^	733	275^	394^	505	362^	204^	LT	LT	60v	60v
SUNDAY MORNING															A	4.3	19	369	1079	626 186^	645	89v	239^	271^	263^361^	434	76v	217^	247^	217^	187^	LT	LT	LT	LT
SUN. 9.00A 90 CBS N 3 173 171															B	4.5	19	387	1106	607 228	693	111	288	312	339 355	383	62	166	185	182	198	LT	LT	30	LT
9.00 - 9.30															A	3.8	19	326	1083	601 174^	650	76v	215^	230^	255^377^	433	84v	196^	221^	159^	212^	LT	LT	LT	LT
9.30 - 10.00															A	4.3	18	369	1079	612 170^	628	60v	211^	257^	260^371^	451	79v	234^	269^	228^	182^	LT	LT	LT	LT
10.00 - 10.30															A	4.8	18	412	1070	652 204^	652	124^	277^	315^	271^337	418	71v	222^	248^	250^	170^	LT	LT	LT	LT
SUPERPOWERS TEAM															A	4.1	15	352	1102	128^ 39v	161^	28v	116^	148^	133^ 13v	164^	29v	125^	134^	135^	30v	160^	74v	617	415
SAT. 10.00A 30 ABC CA 4 198 197															B	4.5	17	387	1500	191 76	207	63	164	186	144 21	201	88	133	117	71	57	275	114	817	576
13 GHOSTS OF SCOOBY-DOO															A	4.1	15	352	1321	241^ 79v	348^	116^	227^	202^	158^107^	173^	48v	131^	136^	125^	37v	206^	100^	594	355^
SAT. 10.30A 30 ABC CA 4 200 199															B	4.1	15	352	1583	258 88	326	132	219	192	137 99	155	90	134	122	65	17	281	127	821	531
THIS WEEK-DAVID BRINKLEY															A	3.9	12	335	1301	532 161^	552	101v	140^	108^	149^388^	621	102v	236^	260^	369^	328^	30v	LT	98v	59v
SUN. 11.30A 60 ABC N 2 165 189															B	3.9	12	335	1301	532 161	552	101	140	108	149 388	621	102	236	260	369	328	30	LT	98	59
11.30 - 12.00															A	3.8	12	326	1298	509 178^	518	104v	154^	123^	135^346^	660	123^	307^	274^	405^	319^	28v	LT	92v	55v
12.00 - 12.30															A	3.9	12	335	1328	561 137^	594	99v	128^	96v	167^435	595	84v	171^	251^	344^	344^	32v	LT	107^	69v
WUZZLES															A	4.1	20	352	2000	206^ 91v	220^	144^	176^	166^	60v 30v	276^	148^	212^	212^	64v	64v	156^	LT	1348	868
SAT. 8.30A 30 CBS CA 4 198 196															B	4.3	21	369	1827	207 87	232	155	186	135	44 39	154	69	122	122	53	32	185	30	1256	840

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. SEPT. 30, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)				14,350 16.7				31,010 36.1												
	ABC TV				← HARDCASTLE & MCCORMICK (SD)				→ NFL MONDAY NIGHT FOOTBALL CINCINNATI VS PITTSBURGH (9:00-12:24AM)(SD)(-OP)												
	AVERAGE AUDIENCE (Households (000) & %)		{		10,650 12.4		12.2*		12.6*		15,200 17.7		17.5*		19.1*		19.2*		17.4*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		19 12.0		19 *		12.4		19 *		30 17.5		25 *		28 *		29 *		27 *
WEEK 2	TOTAL AUDIENCE (Households (000) & %)				20,870 24.3				21,390 24.9		21,130 24.6		22,080 25.7								
	CBS TV				← SCARECROW & MRS. KING (SUS-SD)				→ KATE & ALLIE (SD)		→ NEWHART (SD)				→ CAGNEY & LACEY						
	AVERAGE AUDIENCE (Households (000) & %)		{		16,660 19.4		18.8*		20.1*		19,240 22.4		18,210 21.2		18,300 21.3		21.2*		21.3*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		28 17.9		28 *		19.9		32 21.7		30 23.0		34 21.3		32 *		35 *		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)				20,010 23.3				25,860 30.1												
	NBC TV				← TV BLOOPERS & PRAC. JOKES (SD)				→ J. CARSON ANNIVERSARY SP. (SD)												
	AVERAGE AUDIENCE (Households (000) & %)		{		15,630 18.2		17.8*		18.7*		14,860 17.3		16.7*		18.1*		17.6*		16.6*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		27 17.1		27 *		18.8		26 16.6		24 *		26 *		27 *		27 *		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)				15,030 17.5				29,890 34.8												
	ABC TV				← HARDCASTLE & MCCORMICK (SD)				→ NFL MONDAY NIGHT FOOTBALL ST LOUIS VS WASHINGTON (9:00-11:49PM)(-OP)												
	AVERAGE AUDIENCE (Households (000) & %)		{		11,170 13.0		12.6*		13.3*		15,460 18.0		17.2*		19.1*		19.6*		18.7*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		20 12.4		20 *		20 *		28 16.1		25 *		28 *		29 *		28 *		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)				17,870 20.8				17,700 20.6		17,870 20.8		17,950 20.9								
	CBS TV				← SCARECROW & MRS. KING (SD)				→ KATE & ALLIE (SD)		→ NEWHART (SD)				→ CAGNEY & LACEY						
	AVERAGE AUDIENCE (Households (000) & %)		{		14,090 16.4		15.8*		17.0*		15,380 17.9		15,890 18.5		13,660 15.9		16.0*		15.8*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		25 15.5		25 *		25 *		26 17.3		27 18.4		25 16.3		24 *		25 *		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)				19,590 22.8				28,180 32.8												
	NBC TV				← TV BLOOPERS & PRAC. JOKES (SD)				→ NBC MONDAY NIGHT MOVIES THE LONG HOT SUMMER, PART 2												
	AVERAGE AUDIENCE (Households (000) & %)		{		14,690 17.1		16.1*		18.2*		20,440 23.8		22.0*		24.0*		24.8*		24.2*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		26 15.1		25 *		27 *		36 21.8		32 *		35 *		37 *		39 *		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	59.5	61.7	62.0	63.8	66.0	67.9	68.8	69.7	70.6	71.4	70.5	69.5	66.4	65.1	62.1	59.5			
		WK. 2	56.0	57.9	59.6	61.9	63.3	65.4	66.4	67.4	67.6	69.1	69.3	69.2	67.2	66.0	63.6	61.8			

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE. MON. OCT. 7, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. OCT.1, 1985

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						21,480 25.0		18,640 21.7		18,550 21.6				11,340 13.2			
	ABC TV						WHO'S THE BOSS?		GROWING PAINS				MOONLIGHTING (SD)				OUR FAMILY HONOR	
	AVERAGE AUDIENCE (Households (000) & %)						18,900 22.0		16,840 19.6		14,860 17.3				8,420 9.8			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						34 20.8	23.3	30 19.8	19.4	26 17.4	26 * 17.6	17.6	17.1 * 16.6	25 * 11.0	16 * 9.8	10.4 * 9.5	9.3 * 9.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						8,680 10.1				19,760 23.0							
	CBS TV							HOMETOWN (SD)							CBS TUESDAY NIGHT MOVIES MURDER: BY REASON OF INSANITY (SD)			
	AVERAGE AUDIENCE (Households (000) & %)						5,580 6.5				14,260 16.6							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						10 6.5	6.0 * 5.6	7.0 * 6.5	11 * 7.5	26 14.1	22 * 15.4	15.8	15.9 * 16.0	23 * 17.5	17.7 * 17.9	18.0 * 18.0	18.0
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						20,870 24.3				17,270 20.1				18,210 21.2			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						16,320 19.0				13,740 16.0				15,120 17.6			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						29 17.7	18.1 * 18.6	19.9 * 20.1	30 * 19.8	24 16.0	24 * 15.6	16.0	16.3 * 16.5	24 * 17.5	28 * 18.0	17.8 * 17.8	17.5 * 17.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						25,340 29.5		20,790 24.2		19,840 23.1				13,830 16.1			
	ABC TV							WHO'S THE BOSS?		GROWING PAINS				MOONLIGHTING (SD)			OUR FAMILY HONOR	
	AVERAGE AUDIENCE (Households (000) & %)						21,300 24.8		18,470 21.5		16,060 18.7				10,390 12.1			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						38 23.4	26.2	32 22.2	20.9	27 18.3	18.6 * 18.9	19.1	18.8 * 18.4	28 * 12.7	20 * 11.9	12.3 * 12.1	12.0 * 11.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						12,280 14.3				27,320 31.8							
	CBS TV							HOMETOWN (SD)							CBS TUESDAY NIGHT MOVIES LOVE MARY (SD)			
	AVERAGE AUDIENCE (Households (000) & %)						7,820 9.1				18,470 21.5							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						14 9.5	8.9 * 8.3	9.3 * 8.7	14 * 9.9	33 17.8	18.8 * 19.8	20.2	20.4 * 20.6	30 * 23.2	38 * 24.0	23.6 * 23.4	23.4 * 23.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						14,690 17.1		27,920 32.5									
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						12,370 14.4		14,600 17.0									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						23 14.1	26 16.6	18.0 * 17.7	27 * 18.2		18.2 * 17.9	17.8	17.5 * 17.2	26 * 16.9	25 * 16.1	16.5 * 15.5	15.2 * 14.9
TV HOUSEHOLDS USING TV WK. 1		54.3	56.8	58.1	59.9	62.7	64.8	65.0	65.8	66.3	68.0	68.0	67.3	63.6	62.5	60.4	58.4	
(See Def. 1) WK. 2		57.3	58.7	59.6	61.9	64.7	66.2	66.9	67.3	68.0	69.0	68.7	67.1	63.6	61.4	59.5	57.4	

U.S. TV Households: 85,900,000

(1) AMER. LEAGUE CHAMP PRE 1, NBC, (8:00-8:26PM) (S)

For explanation of symbols, See page A.

EVE.TUE. OCT.8, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. OCT.2, 1985

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						14,170 16.5				24,310 28.3				20,620 24.0			
	ABC TV									INSIDERS (SD)				DYNASTY (SD)				HOTEL
	AVERAGE AUDIENCE (Households (000) & %)						9,530 11.1				20,100 23.4				16,660 19.4			
	SHARE OF AUDIENCE %						17				35				32			
	AVG. AUD. BY ¼ HR. %						10.8	10.3	10.8	12.6	21.9	23.3	24.2	24.1	20.1	19.9	19.5	18.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						14,000 16.3				11,940 13.9		11,770 13.7		14,170 16.5			
	CBS TV									STIR CRAZY (SUS-SD)		CHARLIE & COMPANY		GEORGE BURNS COMEDY (SD)				EQUALIZER
	AVERAGE AUDIENCE (Households (000) & %)						9,190 10.7				10,310 12.0		10,140 11.8		10,390 12.1			
	SHARE OF AUDIENCE %						17				18		18		20			
	AVG. AUD. BY ¼ HR. %						10.7	10.9	10.4	10.8	11.7	12.3	11.6	12.0	11.7	12.0	12.3	12.5
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						24,400 28.4				19,500 22.7							
	NBC TV									HIGHWAY TO HEAVEN (SD)					HELL TOWN (SD)			
	AVERAGE AUDIENCE (Households (000) & %)						19,330 22.5				11,770 13.7							
	SHARE OF AUDIENCE %						35				21				21			
	AVG. AUD. BY ¼ HR. %						20.7	22.4	23.9	23.2	15.1	14.5	14.0	13.9	14.0	13.1	12.6	12.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						17,610 20.5				23,540 27.4				20,010 23.3			
	ABC TV									INSIDERS (SD)				DYNASTY (SD)				HOTEL
	AVERAGE AUDIENCE (Households (000) & %)						12,890 15.0				19,330 22.5				15,720 18.3			
	SHARE OF AUDIENCE %						23				34				30			
	AVG. AUD. BY ¼ HR. %						14.0	14.8	15.1	16.0	20.6	22.6	23.6	23.1	18.8	18.4	18.3	17.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						16,660 19.4				14,260 16.6		13,060 15.2		15,980 18.6			
	CBS TV									STIR CRAZY (SUS-SD)		CHARLIE & COMPANY		GEORGE BURNS COMEDY (SD)				EQUALIZER
	AVERAGE AUDIENCE (Households (000) & %)						11,770 13.7				12,200 14.2		10,820 12.6		12,890 15.0			
	SHARE OF AUDIENCE %						21				21		19		25			
	AVG. AUD. BY ¼ HR. %						12.6	13.4	14.1	14.4	14.2	14.2	12.7	12.5	14.5	14.9	15.7	14.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	2,580 3.0					14,690 17.1	30,410 35.4										
	NBC TV	(1)					(2) (SD) (-OP)											
	AVERAGE AUDIENCE (Households (000) & %)	2,320 2.7					12,370 14.4	16,150 18.8										
	SHARE OF AUDIENCE %	5					24	29										
	AVG. AUD. BY ¼ HR. %	2.6	3.0				14.2	15.7	18.0	18.8	18.9	18.7	18.7	19.3	20.0	19.6	18.8	19.1
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	55.4	57.6	59.1	60.3	61.5	63.1	65.0	66.4	67.1	68.4	67.8	67.0	63.8	61.8	59.0	57.2
		WK. 2	56.0	58.7	59.5	61.3	62.3	63.1	64.4	65.8	67.5	67.5	66.7	66.0	63.1	61.6	59.5	57.5

U.S. TV Households: 85,900,000

(1) NBC NIGHTLY NEWS-WED(B), NBC, (7:00-7:19PM)

(2) NAT'L LEAGUE CHAMP PRE 1, NBC, (8:00-8:24PM)(S)

For explanation of symbols, See page A.

EVE.WED. OCT.9, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. OCT.3, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)					8,760 10.2				11,680 13.6				16,240 18.9				
	ABC TV					FALL GUY				LADY BLUE (SD)				20/20				
	AVERAGE AUDIENCE (Households (000) & %)					5,930 6.9	6.7*		7.1*	9,020 10.5	10.0*		11.0*	11,940 13.9	14.6*		13.3*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					11 6.7	11 *		11 *	16 9.6	15 *		16 *	22 14.9	23 *	13.3	22 *	
W E K 1	TOTAL AUDIENCE (Households (000) & %)					16,150 18.8				21,050 24.5				21,300 24.8				
	CBS TV					MAGNUM, P.I. (SD)				SIMON & SIMON (SD)				KNOTS LANDING				
	AVERAGE AUDIENCE (Households (000) & %)					12,540 14.6	13.3*		15.9*	16,580 19.3	18.2*		20.4*	18,300 21.3	21.3*		21.3*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 12.9	21 *		24 *	29 17.8	27 *		30 *	34 21.3	33 *	21.6	35 *	
W E K 1	TOTAL AUDIENCE (Households (000) & %)					29,890 34.8		26,970 31.4		22,160 25.8		19,590 22.8		17,610 20.5				
	NBC TV					BILL COSBY SHOW		FAMILY TIES (SD)		CHEERS		NIGHT COURT		HILL STREET BLUES				
	AVERAGE AUDIENCE (Households (000) & %)					26,460 30.8		24,830 28.9		20,100 23.4		17,520 20.4		13,570 15.8	15.7*		15.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					48 29.4	32.3	44 29.1	28.6	35 24.0	30 22.9	30 20.6	20.3	25 16.1	25 *	16.0	26 *	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					12,370 14.4				14,520 16.9				18,470 21.5				
	ABC TV					FALL GUY				LADY BLUE (SD)				20/20				
	AVERAGE AUDIENCE (Households (000) & %)					7,560 8.8	6.9*		10.7*	10,820 12.6	11.9*		13.3*	12,710 14.8	15.3*		14.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					13 6.7	10 *		16 *	19 11.6	18 *		20 *	24 14.9	24 *	14.7	24 *	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					20,360 23.7				22,080 25.7				21,050 24.5				
	CBS TV					MAGNUM, P.I. (SD)				SIMON & SIMON (SD)				KNOTS LANDING				
	AVERAGE AUDIENCE (Households (000) & %)					14,170 16.5	14.0*		19.0*	17,350 20.2	19.7*		20.8*	16,920 19.7	20.0*		19.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 13.7	21 *		29 *	31 18.7	30 *		32 *	33 20.2	32 *	19.9	33 *	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					29,380 34.2		34,020 39.6										
	NBC TV					BILL COSBY SHOW		NAT'L LEAGUE CHAMP GM 2 ST. LOUIS VS LOS ANGELES (8:30-11:05PM)(11:11-11:51PM) (SD)(-GP)										
	AVERAGE AUDIENCE (Households (000) & %)					26,370 30.7		15,980 18.6		20.1*			20.6*		19.9*		19.2*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					47 29.2	32.2	30 20.0	31 *	31 *	31 *		31 *	31 *	30 *	19.7	30 *	
TV HOUSEHOLDS USING TV		WK. 1	52.6	55.0	55.7	58.9	62.3	64.8	65.7	66.7	66.9	67.7	67.7	67.6	64.1	63.1	61.9	59.7
(See Def. 1)		WK. 2	55.4	56.6	56.7	60.1	65.2	66.6	65.8	66.2	66.6	66.7	65.7	65.0	63.1	62.2	60.4	57.9
U.S. TV Households: 85,900,000																		

For explanation of symbols, See page A.

EVE.THU. OCT.10, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

TV HOUSEHOLDS USING TV
(See Def. 1)

U.S. TV Households: 85,900,000

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. OCT.5, 1

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					10,140 11.8				10,910 12.7				14,600 17.0				
	ABC TV					HOLLYWOOD BEAT (SD)				LIME STREET (SD)				LOVE BOAT				
	AVERAGE AUDIENCE (Households (000) & %)					7,470 8.7	8.5*		8.9*	8,330 9.7	9.1*		10.3*	11,510 13.4	13.0*		13.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16 8.6	15*		16*	16 9.2	15*		18*	24 12.6	23*		25*	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,090 16.4				17,780 20.7								
	CBS TV					AIRWOLF (SD)				CBS SATURDAY NIGHT MOVIE BEVERLY HILLS COWGIRL BLUES (SD)								
	AVERAGE AUDIENCE (Households (000) & %)					10,310 12.0	11.8*		12.2*	11,080 12.9	12.1*		13.2*		13.2*		13.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 11.6	21*		21*	22 11.9	20*		22*		23*		24*	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,460 18.0		17,010 19.8		20,530 23.9		17,010 19.8		14,090 16.4				
	NBC TV					GIMME A BREAK		FACTS OF LIFE (SD)		GOLDEN GIRLS		227		HUNTER				
	AVERAGE AUDIENCE (Households (000) & %)					13,570 15.8		15,550 18.1		18,730 21.8		15,460 18.0		11,680 13.6	13.7*		13.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 14.7	16.8	32 17.4	18.8	37 21.6	22.0	31 18.2	17.8	24 13.8	24*	13.4	25*	13.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,600 17.0				17,090 19.9				15,890 18.5				
	ABC TV					HOLLYWOOD BEAT (SD)				LIME STREET (SD)				LOVE BOAT				
	AVERAGE AUDIENCE (Households (000) & %)					11,250 13.1	12.5*		13.7*	13,060 15.2	14.3*		16.1*	12,630 14.7	15.0*		14.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 12.1	22*		24*	25 13.7	24*		27*	25 14.9	25*		25*	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,520 20.4				21,900 25.5								
	CBS TV					AIRWOLF (SD)				CBS SATURDAY NIGHT MOVIE OUT OF THE DARKNESS (SD)								
	AVERAGE AUDIENCE (Households (000) & %)					12,710 14.8	13.8*		15.8*	15,120 17.6	16.9*		16.8*		17.8*		18.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 13.4	25*		27*	30 16.9	28*		28*		30*		33*	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					24,650 28.7												
	NBC TV					AMER. LEAGUE CHAMP GM 4 TORONTO VS KANSAS CITY (8:13-11:24PM) (S)(SD)(DP)												
	AVERAGE AUDIENCE (Households (000) & %)					12,280 14.3	11.2*		12.5*		14.6*		14.7*		14.3*		15.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 10.5	21*		22*		25*		25*		24*		26*	
TV HOUSEHOLDS USING TV		WK. 1	46.7	47.8	50.0	52.1	54.3	55.6	56.6	57.9	59.4	59.8	59.0	58.4	56.6	56.6	55.5	54.4
(See Def. 1)		WK. 2	48.4	50.1	51.7	53.5	55.6	56.3	57.0	58.4	59.5	60.2	59.9	59.6	59.3	58.9	57.6	56.8

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.SAT. OCT.12, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			2,410 2.8													
	ABC TV			ABC WEEKEND REPORT- SAT.													
	AVERAGE AUDIENCE (Households (000) & %)			2,320 2.7													
	SHARE OF AUDIENCE %			7													
	AVG. AUD. BY ¼ HR. %			2.7													
	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
	TOTAL AUDIENCE (Households (000) & %)			11,170 13.0													
	NBC TV			SAT NIGHT'S MAIN EVENT (11:30-12:54AM) (SUSTAINING 12:54-1:00AM)													
	AVERAGE AUDIENCE (Households (000) & %)			7,130 8.3	9.0*		8.1*		7.8*								
	SHARE OF AUDIENCE %			24	23 *		24 *		27 *								
	AVG. AUD. BY ¼ HR. %			9.5	8.4	8.1	8.0	8.0	7.6								

W E E K 2	TOTAL AUDIENCE (Households (000) & %)			2,410 2.8													
	ABC TV			ABC WEEKEND REPORT- SAT.													
	AVERAGE AUDIENCE (Households (000) & %)			2,490 2.9													
	SHARE OF AUDIENCE %			7													
	AVG. AUD. BY ¼ HR. %			2.9													
	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
	TOTAL AUDIENCE (Households (000) & %)			9,020 10.5													
	NBC TV			AMER. LEAGUE CHAMP GM 4 TORONTO VS KANSAS CITY (8:13-11:24PM)				SATURDAY NIGHT (11:56-1:19AM) (SUSTAINING 1:19-1:26AM)									
	AVERAGE AUDIENCE (Households (000) & %)			5,330 6.2			6.9*		6.0*		5.2*						
	SHARE OF AUDIENCE %			31 *			21 *		22 *		23 *						
	AVG. AUD. BY ¼ HR. %			16.8	17.0	6.7	7.2	6.6	6.2	5.8	5.3						
TV HOUSEHOLDS USING TV		WK. 1	50.1	47.1	40.6	37.2	34.8	32.8	29.4	26.7	22.8	17.1	14.7	13.3	11.9	10.9	10.2
(See Def. 1)		WK. 2	52.6	48.1	41.6	36.7	33.2	30.9	27.6	25.0	22.5	20.6	17.2	14.3	13.0	12.0	10.8

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		{ 11,600 13.5				{ 14,430 16.8				{ 29,290 34.1					
ABC TV		RIPLEY'S BELIEVE IT-NOT				MACGYVER (SD)				ABC NFL FOOTBALL SPEC. DALLAS VS NEW YORK GIANTS (9:00-12:14AM)(SD)					
AVERAGE AUDIENCE (Households (000) & %)		{ 7,470 8.7		{ 7.8*		{ 9.6*		{ 10,480 12.2		{ 11.0*		{ 13.4*		{ 15,030 17.5	
SHARE OF AUDIENCE %		{ 15		{ 14 *		{ 17 *		{ 19		{ 17 *		{ 20 *		{ 29	
AVG. AUD. BY ¼ HR. %		{ 7.1		{ 8.5		{ 9.6		{ 9.6		{ 10.8		{ 11.3		{ 12.6	
TOTAL AUDIENCE (Households (000) & %)		{ 26,030 30.3						{ 25,000 29.1				{ 20,190 23.5		{ 17,090 19.9	
CBS TV		60 MINUTES				MURDER, SHE WROTE (SD)				CRAZY LIKE A FOX (SD)				TRAPPER JOHN, M.D.	
AVERAGE AUDIENCE (Households (000) & %)		{ 19,070 22.2		{ 21.1*		{ 23.2*		{ 20,190 23.5		{ 22.8*		{ 24.3*		{ 16,150 18.8	
SHARE OF AUDIENCE %		{ 37		{ 36 *		{ 37 *		{ 35		{ 34 *		{ 35 *		{ 27	
AVG. AUD. BY ¼ HR. %		{ 19.9		{ 22.3		{ 23.0		{ 23.4		{ 22.3		{ 23.2		{ 24.6	
TOTAL AUDIENCE (Households (000) & %)		{ 7,900 9.2		{ 10,310 12.0				{ 19,240 22.4		{ 16,490 19.2		{ 27,230 31.7			
NBC TV		PUNKY BREWSTER (7:05-7:30PM) (OP)		SILVER SPOONS		AMAZING STORIES				ALFRED HITCHCOCK PRESENTS (SD)		NBC SUNDAY NIGHT MOVIE THE LONG HOT SUMMER, PART 1 (SD)			
AVERAGE AUDIENCE (Households (000) & %)		{ 6,100 7.1		{ 9,020 10.5		{ 16,320 19.0		{ 15,120 17.6		{ 19,410 22.6		{ 22.2*		{ 23.2*	
SHARE OF AUDIENCE %		{ 12		{ 17		{ 29		{ 26		{ 34		{ 32 *		{ 33 *	
AVG. AUD. BY ¼ HR. %		{ 5.5		{ 8.1		{ 9.6		{ 11.3		{ 18.3		{ 19.7		{ 17.5	

TOTAL AUDIENCE (Households (000) & %)		{ 13,660 15.9		{ 16,060 18.7		{ 24,830 28.9													
ABC TV		RIPLEY'S BELIEVE IT-NOT				MACGYVER (SD)				ABC SUNDAY NIGHT MOVIE TOUGHLOVE (SD)									
AVERAGE AUDIENCE (Households (000) & %)		{ 9,110 10.6		{ 11,170 13.0		{ 17,700 20.6													
SHARE OF AUDIENCE %		{ 18		{ 19		{ 31													
AVG. AUD. BY ¼ HR. %		{ 10.1		{ 11.7		{ 15.7													
TOTAL AUDIENCE (Households (000) & %)		{ 28,350 33.0		{ 26,890 31.3		{ 21,050 24.5		{ 18,900 22.0											
CBS TV		60 MINUTES (7:11-8:11PM) (OP)(-OP)				MURDER, SHE WROTE (8:11-9:11PM) (SD)(OP)(-OP)				CRAZY LIKE A FOX (9:11-10:11PM) (SD)(OP)(-OP)				TRAPPER JOHN, M.D. (10:11-11:11PM) (OP)(-OP)					
AVERAGE AUDIENCE (Households (000) & %)		{ 18,730 21.8		{ 21,390 24.9		{ 16,840 19.6		{ 13,830 16.1											
SHARE OF AUDIENCE %		{ 36		{ 37		{ 29		{ 26											
AVG. AUD. BY ¼ HR. %		{ 18.0		{ 23.3		{ 19.6		{ 16.0											
TOTAL AUDIENCE (Households (000) & %)		{ 9,110 10.6		{ 9,790 11.4		{ 28,350 33.0													
NBC TV		PUNKY BREWSTER (7:06-7:30PM) (OP)		SILVER SPOONS		NAT'L LEAGUE CHAMP GM 4 LOS ANGELES VS ST. LOUIS (8:12-11:07PM) (S)(SD)(OP)													
AVERAGE AUDIENCE (Households (000) & %)		{ 7,820 9.1		{ 8,590 10.0		{ 14,350 16.7		{ 17.5* 27 *		{ 17.9* 27 *		{ 17.2* 25 *		{ 16.3* 24 *		{ 15.7* 24 *			
SHARE OF AUDIENCE %		{ 15		{ 16		{ 25		{ 25 *		{ 27 *		{ 25 *		{ 24 *		{ 24 *			
AVG. AUD. BY ¼ HR. %		{ 8.8		{ 9.4		{ 14.3		{ 15.5		{ 17.4		{ 17.6		{ 18.3		{ 17.5			
TV HOUSEHOLDS USING TV WK. 1		{ 57.1		{ 61.6		{ 65.1		{ 67.5		{ 68.5		{ 69.2		{ 69.5		{ 69.9			
(See Def. 1) WK. 2		{ 57.4		{ 60.6		{ 64.6		{ 65.9		{ 67.5		{ 69.0		{ 68.9		{ 68.4			
U.S. TV Households: 85,900,000																			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. OCT.6, 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)							2,320 2.7																				
	ABC TV							ABC WEEKEND REPORT-SUN. (12:53-1:08AM)																				
	AVERAGE AUDIENCE (Households (000) & %)							2,230																				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.							2.6 16 2.7																				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		16.1* 29 * 16.4					16.4* 36 * 16.4		17.0* 42 * 17.0																		
	CBS TV																											
	AVERAGE AUDIENCE (Households (000) & %)																											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																											
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		4,040 4.7																									
	CBS TV																											
	AVERAGE AUDIENCE (Households (000) & %)																											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																											
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		3,780 4.4 9 4.4																									
	NBC TV																											
	AVERAGE AUDIENCE (Households (000) & %)																											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																											
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		1,120 1.3																									
	ABC TV																											
	AVERAGE AUDIENCE (Households (000) & %)																											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																											
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		3,950 4.6																									
	ABC TV																											
	AVERAGE AUDIENCE (Households (000) & %)																											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																											
WEEK 7	TOTAL AUDIENCE (Households (000) & %)		4,120 4.8																									
	CBS TV																											
	AVERAGE AUDIENCE (Households (000) & %)																											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																											
WEEK 8	TOTAL AUDIENCE (Households (000) & %)		1,290 1.5																									
	NBC TV																											
	AVERAGE AUDIENCE (Households (000) & %)																											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																											
WEEK 9	TOTAL AUDIENCE (Households (000) & %)		14.6* 25 * 14.6					1.370 1.6 6 1.7		1.5																		
	ABC TV																											
	AVERAGE AUDIENCE (Households (000) & %)																											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																											
TV HOUSEHOLDS USING TV												WK. 1	50.5	44.6	38.4	35.0	30.7	26.2	21.7	17.7	14.5	12.6	10.8	9.3	8.0	7.3	6.7	6.3
(See Def. 1)												WK. 2	51.0	45.0	37.4	33.4	30.4	26.0	21.9	19.7	17.3	14.3	11.4	9.5	8.4	7.8	6.8	6.5

TV HOUSEHOLDS USING TV	WK. 1	50.5	44.6	38.4	35.0	30.7	26.2	21.7	17.7	14.5	12.6	10.8	9.3	8.0	7.3	6.7	6.3
(See Def. 1)	WK. 2	51.0	45.0	37.4	33.4	30.4	26.0	21.9	19.7	17.3	14.3	11.4	9.5	8.4	7.8	6.8	6.5

U.S. TV Households: 85,900,000

(1) NAT'L LEAGUE CHAMP GM 4, LOS ANGELES VS ST. LOUIS, NBC, (8:12-11:07PM)(S)

For explanation of symbols, See page A.

EVE.SUN. OCT.13, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT.30-OCT.4, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			5,070 5.9				5,410 6.3									
	ABC TV			← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) →				← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) →									
	AVERAGE AUDIENCE (Households (000) & %)			3,950 4.6				4,470 5.2									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			23 4.6				24 5.2									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			3,010 3.5				3,440 4.0				4,380 5.1		3,440 4.0			
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID		PRESS YOUR LUCK			
	AVERAGE AUDIENCE (Households (000) & %)			2,320 2.7				2,660 3.1				3,690 4.3		2,920 3.4			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			14 2.6				14 3.2				19 4.1		15 3.3		3.5	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			5,330 6.2				5,150 6.0				2,060 2.4		3,950 4.6			
	NBC TV			← TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) →				← TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) →				YOUR NUMBER'S UP		SALE OF THE CENTURY			
	AVERAGE AUDIENCE (Households (000) & %)			4,120 4.8				4,210 4.9				1,800 2.1		3,350 3.9			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			24 4.9				22 5.0				10 2.1		17 3.7		4.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			4,980 5.8				5,240 6.1									
	ABC TV			← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) →				← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) →									
	AVERAGE AUDIENCE (Households (000) & %)			3,870 4.5				4,380 5.1									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			22 4.5				23 5.1									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			3,260 3.8				3,260 3.8				4,470 5.2		3,440 4.0			
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID		PRESS YOUR LUCK			
	AVERAGE AUDIENCE (Households (000) & %)			2,490 2.9				2,580 3.0				3,690 4.3		2,920 3.4			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			14 2.9				13 3.1				19 4.1		15 3.2		3.5	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			4,980 5.8				5,330 6.2				2,320 2.7		4,040 4.7			
	NBC TV			← TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) →				← TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) →				YOUR NUMBER'S UP		SALE OF THE CENTURY			
	AVERAGE AUDIENCE (Households (000) & %)			3,870 4.5				4,380 5.1				1,800 2.1		3,350 3.9			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			22 4.5				23 5.2				9 2.0		17 3.6		4.3	
TV HOUSEHOLDS USING TV WK. 1		13.1	15.7	16.9	17.5	19.1	20.6	20.9	20.8	20.6	21.7	21.7	21.9	21.9	22.2	22.3	22.5
(See Def. 1) WK. 2		13.4	15.4	16.8	18.0	19.8	21.1	21.4	21.6	21.8	22.4	22.6	22.6	22.4	22.9	22.7	22.8

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. OCT.7-11, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT.30-OCT.4, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,490 2.9		2,150 2.5		3,010 3.5		4,040 4.7		8,250 9.6			8,500 9.9			
	ABC TV		THREE'S A CROWD DAYTIME		ALL STAR BLITZ		RYAN'S HOPE		LOVING		ALL MY CHILDREN			ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,150 2.5		1,800 2.1		2,580 3.0		3,610 4.2		6,270 7.3			6,440 7.5		7.2*	7.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	11 2.4	2.5	9 2.0	12 2.1	16 3.0	26 3.1	24* 4.1	27* 4.3	27 6.4	27 7.1	27 7.7	26* 7.1	26* 7.3	29* 7.7	29* 7.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,760 6.7		7,390 8.6			8,680 10.1			6,870 8.0					4,720 5.5	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)			YOUNG AND THE RESTLESS			AS THE WORLD TURNS					CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	{	4,810 5.6		6,270 7.3			6,440 7.5	7.4*		5,500 6.4					4,300 5.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	24 5.3	6.0	31 7.0	7.7	29 7.3	29* 7.5	29* 7.5	23 6.4	22* 6.3				23* 6.3	18 5.0	5.0
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	6,790 7.9		5,070 5.9		3,440 4.0	3,010 3.5		6,790 7.9				5,150 6.0			
	NBC TV		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD	SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,840 6.8		4,380 5.1		3,010 3.5	2,580 3.0		5,330 6.2	6.2*		6.3*	4.7	4.7*		4.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	30 6.7	7.0	22 5.1	5.1	14 3.5	12 3.5	22 3.0	22* 6.1	22* 6.2	6.3	22* 6.2	17 4.6	17* 4.7	17* 4.7	17* 4.7

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 2,490 2.9		{ 2,060 2.4		{ 3,180 3.7		{ 4,040 4.7		{ 8,500 9.9		{ 8,850 10.3				
	ABC TV		THREE'S A CROWD DAYTIME		ALL STAR BLITZ		RYAN'S HOPE >(SUS-OP)		LOVING >		ALL MY CHILDREN >		ONE LIFE TO LIVE (SD)				
	AVERAGE AUDIENCE (Households (000) & %)		{ 2,060 2.4		{ 1,720 2.0		{ 2,660 3.1		{ 3,610 4.2		{ 6,700 7.8		{ 6,610 7.7		{ 7.9*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 10 2.4		{ 9 1.9		{ 12 3.2		{ 16 4.0		{ 28 7.1		{ 29 7.5		{ 28* 7.6		
		2.4		2.4		3.1		4.3		7.7		8.2		7.7		8.1	
		6.7		8.5		10.2		8.2		5.4		4.8		4.8			
		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)		YOUNG AND THE RESTLESS >(OP)		AS THE WORLD TURNS		CAPITOL							
		4,900		6,270		6,610		5,410		4,120							
		5.7		7.3		7.7		6.3		4.8							
		25		31		30		23		18							
		5.4		7.0		7.1		6.4		4.8							
		6.0		7.7		8.2		6.4		4.8							
		8.1		5.8		4.6		3.0		7.5		6.0					
		WHEEL OF FORTUNE		SCRABBLE >		SUPER PASSWORD >(SUS-OP)		SEARCH FOR TOMORROW >		DAYS OF OUR LIVES		ANOTHER WORLD (MTUHF)(OP)(SD)					
		6,010		4,380		3,350		2,230		5,070		4,040					
		7.0		5.1		3.9		2.6		5.9		4.7					
		31		22		15		10		21		17					
		6.7		5.0		3.8		2.7		5.6		4.8					
		7.2		5.1		3.9		2.5		5.8		4.7					
		6.0		4.7		4.7		4.6		6.1		6.0					
		22.6		22.9		23.0		25.5		27.7		28.5		27.8		28.0	
		22.7		23.2		23.1		26.4		27.5		28.0		26.9		27.7	

U.S. TV Households: 85,900,000

For explanation of symbols, see page A.

DAY MON.-FRI. OCT.7-11, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT.30-OCT.4, 1985

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 9,710 11.3															10,740 12.5
	ABC TV	GENERAL HOSPITAL															ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,560 8.8	8.6*			9.1*											9,280 10.8
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 30 8.3	30 *	8.9	9.1	30 *	9.0										21 10.7 11.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,390 8.6				2,060 2.4											12,370 14.4
	CBS TV	GUIDING LIGHT (SD) BODY LANGUAGE															CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,760 6.7	6.5*			6.9*	1,630 1.9										10,390 12.1
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 22 6.3	22 *	6.7	6.9	23 *	6	1.9	1.9								23 12.1 12.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,120 4.8															10,740 12.5
	NBC TV	SANTA BARBARA															NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,010 3.5	3.4*			3.6*											9,190 10.7
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 12 3.4	12 *	3.3	3.5	12 *	3.8										21 10.4 11.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 9,880 11.5															11,340 13.2
	ABC TV	GENERAL HOSPITAL (S)(OP)															ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,650 8.9	8.7*			9.0*											9,620 11.2
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 30 8.6	30 *	8.8	9.0	30 *	9.0										21 11.0 11.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,870 8.0				2,060 2.4											12,970 15.1
	CBS TV	GUIDING LIGHT (SD) BODY LANGUAGE															CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,500 6.4	6.2*			6.5*	1,630 1.9										11,000 12.8
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 22 6.0	22 *	6.4	6.6	22 *	6	1.9	2.0								24 12.7 12.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,300 5.0															10,390 12.1
	NBC TV	SANTA BARBARA (MTU THF)(S)(OP)															NBC NIGHTLY NEWS (MTU THF)(S)(OP)
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,010 3.5	3.5*			3.6*											9,020 10.5
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 12 3.5	12 *	3.5	3.6	12 *	3.6										21 10.2 10.7
TV HOUSEHOLDS USING TV WK. 1		28.6	29.7	30.5	31.2	31.1	32.9	34.1	35.9	37.4	39.5	41.3	43.5	46.9	49.5	50.8	52.8
(See Def. 1) WK. 2		28.4	29.5	30.2	30.9	30.6	32.0	33.4	35.6	37.6	40.1	42.0	44.4	47.8	50.5	52.2	53.7
U.S. TV Households: 85,900,000																	

For explanation of symbols, See page A.

DAY MON.-FRI. OCT.7-11, 1985

NielSEN NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT. 5, 1985

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					3,520 4.1		5,070 5.9		4,810 5.6		4,300 5.0		4,550 5.3		3,780 4.4	
	ABC TV						BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		EWOKS		DROIDS: ADVENTURES		SUPERPOWERS TEAM (SD)		13 GHOSTS OF SCOOBY-DOO	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,580 3.0		4,040 4.7		4,040 4.7		3,690 4.3		3,520 4.1		3,180 3.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%					20 2.5		22 4.5		19 4.7		16 4.4		15 3.9		14 4.3	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					3,440 4.0		4,210 4.9		7,560 8.8				8,250 9.6			
	CBS TV						BERENSTAIN BEARS (SUS-SD)		WUZZLES (SUS-SD)		MUPPET BABIES & MONSTERS				ROCK N WRESTLING			
	AVERAGE AUDIENCE (Households (000) & %)	{					2,490 2.9		3,440 4.0		4,900 5.7				4,810 5.6			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%					19 2.6		19 4.0		22 5.2		22* 5.7		21 5.5		20* 5.3	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{					2,920 3.4		5,330 6.2		6,610 7.7		7,730 9.0		7,900 9.2		6,270 7.3	
	NBC TV						SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,060 2.4		4,040 4.7		5,410 6.3		6,530 7.6		6,700 7.8		5,410 6.3	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%					16 1.7		22 4.2		26 6.0		28 7.6		29 8.0		23 7.7	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{					2,580 3.0		4,210 4.9		4,980 5.8		4,810 5.6		4,380 5.1		4,470 5.2	
	ABC TV						BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		EWOKS		DROIDS: ADVENTURES		SUPERPOWERS TEAM (SD)		13 GHOSTS OF SCOOBY-DOO	
	AVERAGE AUDIENCE (Households (000) & %)	{					1,980 2.3		3,180 3.7		4,120 4.8		4,040 4.7		3,520 4.1		3,780 4.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%					16 2.0		19 3.3		21 4.5		18 4.8		15 4.2		16 4.1	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{					4,550 5.3		4,210 4.9		7,130 8.3				7,040 8.2			
	CBS TV						BERENSTAIN BEARS (SD)		WUZZLES (SD)		MUPPET BABIES & MONSTERS				ROCK N WRESTLING			
	AVERAGE AUDIENCE (Households (000) & %)	{					3,440 4.0		3,610 4.2		4,640 5.4				4,550 5.3			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%					27 3.6		22 4.0		22 5.2		23* 5.5		21* 5.4		19* 4.9	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{					2,920 3.4		4,300 5.0		5,500 6.4		6,870 8.0		8,070 9.4		7,040 8.2	
	NBC TV						SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,230 2.6		3,260 3.8		4,470 5.2		5,840 6.8		6,790 7.9		5,760 6.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%					18 2.2		20 3.6		22 4.9		26 6.5		30 7.7		24 8.0	
TV HOUSEHOLDS USING TV WK. 1			7.2	8.6	9.9	11.9	14.4	18.2	21.3	23.1	24.7	25.8	27.2	27.9	27.3	27.4	27.8	27.4
(See Def. 1) WK. 2			7.6	9.1	10.7	12.4	14.7	17.6	19.9	21.9	23.7	25.5	26.6	27.1	27.7	27.7	28.0	28.3

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SAT. OCT. 12, 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	4,380 5.1		3,690 4.3		2,920 3.4		2,230 2.6				4,210 4.9			
	ABC TV		SCOOBY'S MYSTERY FUNHOUSE (SD)		LITTLES		ABC WEEKEND SPECIALS JEETER MASON AND THE MAGIC HEADSET		AMERICAN BANDSTAND				ABC WIDE WRLD-SPORTS SPEC			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,260 3.8		2,920 3.4		2,580 3.0		1,200 1.4		1.0*		1,890 2.2			
	SHARE OF AUDIENCE %		14		12		11		5		3 *		7		2.3*	2.3*
	AVG. AUD. BY ¼ HR.	%	3.9	3.7	3.5	3.3	2.9	3.0	1.1	.9		1.8	1.8	1.9	2.2	2.1
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	4,300 5.0		3,950 4.6		4,380 5.1		3,350 3.9		2,830 3.3		2,580 3.0		16,750 19.5	
	CBS TV		CBS STORYBREAK		DUNGEONS AND DRAGONS (SD)		LAND OF THE LOST (SD)		CHARLIE BROWN & SNOOPY SHOW (SD)		GET ALONG GANG (SD)		POLE POSITION			(1) (SD)
	AVERAGE AUDIENCE (Households (000) & %)	{	3,440 4.0		3,260 3.8		3,520 4.1		2,750 3.2		2,410 2.8		2,150 2.5		5,500 6.4	4.7*
	SHARE OF AUDIENCE %		14		14		15		11		9		9		18	15 *
	AVG. AUD. BY ¼ HR.	%	4.1	3.9	3.6	4.1	4.3	3.9	3.0	3.4	2.7	2.9	2.6	2.5	4.3	4.9
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{	7,300 8.5		5,930 6.9		4,470 5.2		3,690 4.3				3,180 3.7	12,370 14.4		
	NBC TV		ALVIN AND THE CHIPMUNKS (SD)		KIDD VIDEO (SD)		MR. T		SPIDERMAN AND FRIENDS				NBC MJR LGE PRE (-OP)	NBC MAJOR LEAGUE BSBL CHICAGO CUBS VS ST. LOUIS CALIFORNIA VS TEXAS (2:17-5:05PM)(OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{	6,360 7.4		4,810 5.6		3,610 4.2		3,090 3.6				3,010 3.5	4,470 5.2		4.3*
	SHARE OF AUDIENCE %		27		21		17		12				11	16		13 *
	AVG. AUD. BY ¼ HR.	%	7.3	7.5	5.9	5.4	3.9	4.5	3.5	3.7			3.4	3.6	4.2	4.3

WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{	5,240 6.1		5,240 6.1		4,640 5.4		4,900 5.7							
	ABC TV		SCOOBY'S MYSTERY FUNHOUSE (SD)		LITTLES		ABC WEEKEND SPECIALS CPT. G. READMORE'S JACK & THE BEANSTALK		AMERICAN BANDSTAND							
	AVERAGE AUDIENCE (Households (000) & %)	{	4,300 5.0		4,120 4.8		3,870 4.5		2,660 3.1		3.2*					
	SHARE OF AUDIENCE %		17		17		16		10		10 *		3.1*			
	AVG. AUD. BY ¼ HR.	%	4.8	5.1	4.6	5.0	4.4	4.7	3.3	3.1		3.1	3.0			
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{	5,070 5.9		4,120 4.8		3,950 4.6		4,640 5.4		4,210 4.9		3,610 4.2		11,850 13.8	
	CBS TV		CBS STORYBREAK		DUNGEONS AND DRAGONS (SD)		LAND OF THE LOST (SD)		CHARLIE BROWN & SNOOPY SHOW (SD)		GET ALONG GANG (SD)		POLE POSITION			(2) (SD)
	AVERAGE AUDIENCE (Households (000) & %)	{	4,040 4.7		3,520 4.1		3,180 3.7		3,610 4.2		3,440 4.0		2,920 3.4		3,610 4.2	3.6*
	SHARE OF AUDIENCE %		16		14		13		13		12		10		12	11 *
	AVG. AUD. BY ¼ HR.	%	4.8	4.5	4.2	4.0	3.6	3.8	3.9	4.4	3.8	4.2	3.2	3.5	3.5	3.6
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{	5,760 6.7		3,950 4.6		3,780 4.4		3,950 4.6		21,990 25.6					
	NBC TV		ALVIN AND THE CHIPMUNKS (SD)		KIDD VIDEO (SD)		MR. T		SPIDERMAN AND FRIENDS				NAT'L LEAGUE CHAMP GM 3 LOS ANGELES VS ST. LOUIS (1:00-4:32PM)			
	AVERAGE AUDIENCE (Households (000) & %)	{	4,720 5.5		3,260 3.8		3,090 3.6		3,180 3.7		9,360 10.9					
	SHARE OF AUDIENCE %		20		14		13		12		7.5*		9.6*		11.0*	11.3*
	AVG. AUD. BY ¼ HR.	%	5.5	5.5	3.9	3.8	3.5	3.7	3.4	3.9	6.6	8.5	9.4	9.8	11.0	11.5

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

U.S. TV Households: 85,900,000

(1) CBS COLLEGE FOOTBALL, MICHIGAN STATE VS IOWA & ARIZONA STATE VS UCLA, CBS, MULTI-SEGMENT TELECAST
(2) CBS COLLEGE FOOTBALL, MICHIGAN VS MICHIGAN STATE & UCLA VS STANFORD, CBS, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

DAY SAT. OCT. 12, 1985

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,260 3.8	14,860 17.3												
	ABC TV		(1) (-OP)													
	AVERAGE AUDIENCE (Households (000) & %)	{	2,410 2.8	4,300 5.0												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	9 2.9	14 3.6		3.9* 12 *	4.5* 13 *	4.6* 14 *	4.2* 12 *	4.8* 13 *	5.2* 13 *	7.9* 18 *				
CFA COLLEGE FOOTBALL GAME NOTRE DAME VS AIR FORCE (3:28-7:00PM)(OP)																
E E K 1	TOTAL AUDIENCE (Households (000) & %)	{													7,560 8.8	
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)	{													5,840 6.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%													8.5* 21 *	7.2
CBS COLLEGE FOOTBALL MICHIGAN STATE VS IOWA ARIZONA STATE VS UCLA MULTI-SEGMENT TELECAST																
1	TOTAL AUDIENCE (Households (000) & %)	{													9,450 11.0	
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)	{													7,560 8.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%													8.7	9.0
NBC MAJOR LEAGUE BASEBALL CHICAGO VS ST. LOUIS CALIFORNIA VS TEXAS (2:17-5:05PM)																

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,010 3.5	17,270 20.1												7,300 8.5
	ABC TV		(2) (-OP)													
	AVERAGE AUDIENCE (Households (000) & %)	{	2,410 2.8	6,440 7.5												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	8 2.7	20 3.7		4.8* 14 *	5.8* 16 *	7.4* 20 *	7.9* 22 *	9.1* 24 *	10.3* 25 *	6,360 7.4				
CFA COLLEGE FOOTBALL GAME ALABAMA VS PENN STATE (3:24-6:39PM)(OP)																
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{													8,930 10.4	
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)	{													7,390 8.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%													8.4	8.9
CBS COLLEGE FOOTBALL MICHIGAN VS MICHIGAN STATE UCLA VS STANFORD MULTI-SEGMENT TELECAST(-OP)																
2	TOTAL AUDIENCE (Households (000) & %)	{													8,500 9.9	
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)	{													6,870 8.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%													7.7	8.4
NAT'L LEAGUE CHAMP GM 3 LOS ANGELES VS ST. LOUIS (1:00-4:32PM)(-OP)																
SPORTSWORLD-SAT. (4:32-6:00PM)(OP)																
NBC NIGHTLY NEWS-SAT.																

TV HOUSEHOLDS USING TV	WK. 1	33.5	33.7	33.5	34.0	34.8	35.4	34.6	35.0	36.2	38.4	39.0	40.5	41.8	44.0	45.8	46.8
(See Def. 1)	WK. 2	32.8	34.4	35.2	36.0	36.7	38.0	37.1	37.1	38.1	38.5	39.1	40.9	44.4	46.2	47.3	47.6

U.S. TV Households: 85,900,000
 (1) CFA COLLEGE FOOTBALL-PRE, ABC, (3:00-3:26PM)
 (3) CBS COLLEGE FOOTBALL POST, CBS, (5:43-6:00PM)

(2) CFA COLLEGE FOOTBALL-PRE, ABC, (3:00-3:24PM)

For explanation of symbols, See page A.

DAY SAT. OCT. 12, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT. 6, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																		
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																		
E E K 1	TOTAL AUDIENCE (Households (000) & %)									7,470 8.7	SUNDAY MORNING				FACE THE NATION				2,920 3.4
	CBS TV									3,780 4.4	3.9* 20 *			4.2* 18 *			5.0* 19 *	2,320 2.7 9	
	AVERAGE AUDIENCE (Households (000) & %)									19 3.5	4.3	4.1		4.4	5.0		5.0	2.9	2.4
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																		
E E K 1	TOTAL AUDIENCE (Households (000) & %)																		
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																		

W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	
TOTAL AUDIENCE (Households (000) & %)																		
CBS TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																		
TOTAL AUDIENCE (Households (000) & %)																		
NBC TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	5.7	6.4	8.2	9.7	11.9	14.1	15.5	17.6	20.2	21.7	23.9	25.1	27.0	28.3	28.4	28.1
		WK. 2	5.4	6.1	7.2	9.0	12.2	14.9	16.3	18.0	19.7	21.1	22.7	24.7	26.0	27.5	28.1	29.1

TV HOUSEHOLDS USING TV	WK. 1	5.7	6.4	8.2	9.7	11.9	14.1	15.5	17.6	20.2	21.7	23.9	25.1	27.0	28.3	28.4	28.1
(See Def. 1)	WK. 2	5.4	6.1	7.2	9.0	12.2	14.9	16.3	18.0	19.7	21.1	22.7	24.7	26.0	27.5	28.1	29.1

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SUN. OCT. 13, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT. 6, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			4,470 5.2				940 1.1				4,980 5.8						
	ABC TV			← THIS WEEK-DAVID BRINKLEY →				SPORTSBEAT				← ABC WIDE WORLD-SPTS SPEC. →						
	AVERAGE AUDIENCE (Households (000) & %)			2,920 3.4				770 .9				1,980 2.3						
	SHARE OF AUDIENCE %			11 3.0	3.2* 11 *		3.6* 12 *	3 .9				6 2.3	2.3* 6 *		2.2* 6 *		2.3* 6 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)							6,610 7.7		24,830 28.9								
	CBS TV							CBS NFL TODAY		← CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES(~) MULTI-SEGMENT TELECAST →								
	AVERAGE AUDIENCE (Households (000) & %)							4,720 5.5		11,340 13.2	10.4* 34		12.5* 34 *		13.5* 35 *		13.8* 35 *	
	SHARE OF AUDIENCE %							18 5.0	6.1	9.4	11.4	12.2	12.9	13.3	13.9	13.8	13.8	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					1,720 2.0		5,070 5.9		19,670 22.9								
	NBC TV					MEET THE PRESS		NFL '85-NBC		← NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES(~) MULTI-SEGMENT TELECAST →								
	AVERAGE AUDIENCE (Households (000) & %)					1,460 1.7		3,950 4.6		9,190 10.7	7.9* 28		9.2* 25 *		10.5* 27 *		10.8* 27 *	
	SHARE OF AUDIENCE %					6 1.7	1.8	15 4.1	5.1	7.1	8.8	9.1	9.3	9.9	11.2	10.5	11.2	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)			5,240 6.1														
	ABC TV			← THIS WEEK-DAVID BRINKLEY →														
	AVERAGE AUDIENCE (Households (000) & %)			3,690 4.3														
	SHARE OF AUDIENCE %			12 4.3	4.3* 13 *		4.2* 12 *											
WEEK 2	TOTAL AUDIENCE (Households (000) & %)							7,040 8.2		24,220 28.2								
	CBS TV							CBS NFL TODAY		← CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES(~) MULTI-SEGMENT TELECAST →								
	AVERAGE AUDIENCE (Households (000) & %)							5,070 5.9		10,570 12.3	10.2* 30		11.3* 29 *		11.6* 28 *		12.6* 30 *	
	SHARE OF AUDIENCE %							18 5.4	6.4	9.6	10.9	11.1	11.4	11.1	12.2	12.6	12.4	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					3,010 3.5		6,010 7.0		25,250 29.4								
	NBC TV					MEET THE PRESS		NFL '85-NBC		← NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES(~) MULTI-SEGMENT TELECAST →								
	AVERAGE AUDIENCE (Households (000) & %)					2,150 2.5		4,640 5.4		12,200 14.2	11.4* 35		13.4* 34 *		14.9* 36 *		14.6* 35 *	
	SHARE OF AUDIENCE %					9 2.2	2.7	17 4.8	6.0	10.5	12.1	12.9	13.8	15.6	14.2	14.0	15.1	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	27.7	29.6	29.7	30.8	31.1	31.4	31.6	33.3	35.7	37.7	38.2	38.4	38.8	40.0	40.4	40.8
		WK. 2	30.0	31.5	31.6	32.0	32.3	33.1	34.9	36.1	37.9	39.2	40.4	41.7	41.9	42.4	43.0	43.5

For explanation of symbols, See page A.

DAY SUN. OCT. 13, 1985

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																6,960 8.1
	ABC TV																ABC WRD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)																5,580
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																6.5 13 6.3 6.6
E E K 2	TOTAL AUDIENCE (Households (000) & %)																4,980 5.8
	CBS TV																CBS EVENING NEWS- SUN(B)
	AVERAGE AUDIENCE (Households (000) & %)																4,210
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																4.9 10 4.6 5.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																26,710 31.1
	NBC TV																NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES(~) MULTI-SEGMENT TELECAST (-OP)
	AVERAGE AUDIENCE (Households (000) & %)																12,370
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																11.8* 28* 11.4 11.7 12.6 13.8 14.6 14.3 14.4 14.7 15.0 15.0 15.1 14.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																7,560 8.8
	ABC TV																ABC WRD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)																6,270
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																7.3 14 7.1 7.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																22,330 26.0
	CBS TV																CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES(~) MULTI-SEGMENT TELECAST (-OP)
	AVERAGE AUDIENCE (Households (000) & %)																10,310
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																13.4* 32* 12.9 13.6 14.4 10.7 8.8 9.9 10.7 11.2 11.3 11.4 10.4 10.9 11.9 12.3 12.8 12.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																9,880 11.5
	NBC TV																NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES(~) MULTI-SEGMENT TELECAST (-OP)
	AVERAGE AUDIENCE (Households (000) & %)																9,960 11.6
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																15.0* 36* 15.1 14.9 15.4 15.9 15.2 12.0 11.2 11.6 11.9 12.2 13.7 13.5 13.4 13.2 13.5 14.5
TV HOUSEHOLDS USING TV WK. 1		41.8	42.4	42.8	43.3	42.8	41.0	40.0	40.2	41.7	42.9	43.2	45.5	48.4	50.6	52.1	53.3
(See Def. 1) WK. 2		43.5	43.3	44.2	44.7	45.0	44.1	43.9	44.7	45.6	46.9	46.9	48.5	50.1	52.2	53.7	55.8

U.S. TV Households: 85,900,000

(1) CBS NFL FOOTBALL POST, CBS, MULTI-SEGMENT TELECAST

A-37 (2) NFL FOOTBALL POST-NBC, NBC, (4:19-4:30PM)

For explanation of symbols, See page A.

DAY SUN. OCT. 13, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY																	
ABC ABC NEWSBRIEF-MON		8.58- 8.59PM	8.45	10,480	12.2	10,480	12.2	19	12.2			9,110	10.6	9,110	10.6	16	10.6
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-12.24AM	9.00	31,010	36.1	15,200	17.7	30				29,890	34.8	15,460	18.0	28	
	2	9.00-11.49PM	-GRID														
		11.00							17.9								17.5
		11.15					17.4*	30*	16.9								16.6
		11.30							17.3								16.3
		11.45					17.0*	35*	16.7								
		12.00							16.6						15.9*	33*	14.4
		12.15					16.2*	39*	15.7								
ABC ABC BUSINESS BRIEF-MON	1	10.45-10.46PM	10.45	12,370	14.4	12,370	14.4	23	14.4								
CBS AMERICAN PORTRAIT SUS(SUS)	1	8.58- 8.59PM	8.45														
EVENING TUESDAY																	
ABC ABC NEWSBRIEF-TUE	1	9.57- 9.59PM	9.45	10,650	12.4	10,310	12.0	18	12.0			11,170	13.0	11,170	13.0	19	13.0
	2	9.58- 9.59PM	9.45									14,690	17.1	12,370	14.4	23	
NBC AMER. LEAGUE CHAMP PRE 1(S)	2	8.00- 8.26PM	-GRID														14.8
		8.15															
NBC AMER. LEAGUE CHAMP GM 1(S)	2	8.26-11.03PM	-GRID									27,920	32.5	14,600	17.0	26	
		11.00															13.1
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	11,850	13.8	11,850	13.8	21	13.8			11,850	13.8	11,850	13.8	21	13.8
ABC ABC NEWSBRIEF-WED		9.58- 9.59PM	9.45	15,550	18.1	15,550	18.1	27	18.1			15,720	18.3	15,720	18.3	28	18.3
CBS AMERICAN PORTRAIT SUS(SUS)	2	8.58- 8.59PM	8.45														
CBS AMERICAN PORTRAIT-SUS(SUS)	1	8.58- 8.59PM	8.45														
NBC NAT'L LEAGUE CHAMP PRE 1(S)	2	8.00- 8.24PM	-GRID									14,690	17.1	12,370	14.4	24	
		8.15															14.9
NBC NAT'L LEAGUE CHAMP GM 1(S)	2	8.24-11.15PM	-GRID									30,410	35.4	16,150	18.8	29	
		11.00													18.2*	31*	18.2
EVENING THURSDAY																	
ABC ABC NEWSBRIEF-THU		9.58- 9.59PM	9.45	7,900	9.2	7,900	9.2	14	9.2			8,760	10.2	8,760	10.2	16	10.2
NBC NAT'L LEAGUE CHAMP GM 2(S)	2	8.30-11.05PM	-GRID									34,020	39.6	15,980	18.6	30	
	2	11.11-11.51PM															15.7
		11.00															14.2
		11.15													14.8*	27*	14.3
		11.30															14.3
		11.45													13.4*	28*	11.3
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI	1	8.40- 8.41PM	8.30	11,000	12.8	11,000	12.8	21	12.8			9,790	11.4	9,790	11.4	19	11.4
	2	8.41- 8.42PM	8.30									8,850	10.3	8,850	10.3	17	10.3
ABC ABC NEWSBRIEF-FRI		9.58- 9.59PM	9.45	7,220	8.4	7,220	8.4	13	8.4								
CBS AMERICAN PORTRAIT-SUS(SUS)		8.58- 8.59PM	8.45														
NBC AMER. LEAGUE CHAMP GM 3(S)	2	8.12-11.14PM	-GRID									27,320	31.8	13,490	15.7	27	
CONT'D																	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2										
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING FRIDAY-CONT'D																			
NBC AMER. LEAGUE CHAMP GM 3(S)-CONT'D																			
NBC AMER. LEAGUE CHAMP PRE 3(S)				2	8.00-	8.12PM	-GRID					8,850	10.3	9,190	10.7	20	19.2*	34*	19.2
EVENING SATURDAY																			
ABC ABC SPORTS UPDATE-SAT					8.58-	8.59PM	8.45	6,610	7.7	6,610	7.7	13	7.7	9,710	11.3	9,710	11.3	19	11.3
ABC ABC NEWSBRIEF-SAT.					9.58-	9.59PM	9.45	7,300	8.5	7,300	8.5	15	8.5	12,280	14.3	12,280	14.3	24	14.3
CBS SPORTSBREAK-SAT					8.58-	8.59PM	8.45	8,850	10.3	8,850	10.3	18	10.3	13,920	16.2	13,920	16.2	28	16.2
CBS NEWSBREAK-SAT.				2	9.53-	9.54PM	9.45												
				1	10.04-	10.05PM	10.00	8,930	10.4	8,930	10.4	18	10.4	10,910	12.7	10,910	12.7	21	12.7
NBC AMER. LEAGUE CHAMP PRE 4(S)				2	8.00-	8.13PM	-GRID												
NBC NBC NEWS DIGEST-SAT				2	8.11-	8.12PM	8.00												
				1	8.58-	8.59PM	8.45	12,540	14.6	12,540	14.6	25	14.6	9,020	10.5	9,020	10.5	20	
														8,680	10.1	8,680	10.1	19	10.1
EVENING SUNDAY																			
ABC ABC SPORTS UPDATE-SUN				1	8.36-	8.37PM	8.30	9,880	11.5	9,880	11.5	17	11.5						
				2	8.34-	8.35PM	8.30												
ABC ABC NEWSBRIEF-SUN.				2	9.53-	9.54PM	9.45												
				1	10.45-	10.46PM	10.45	12,460	14.5	12,460	14.5	23	14.5	9,960	11.6	9,960	11.6	17	11.6
														14,090	16.4	14,090	16.4	24	16.4

CBS CBS NFL FOOTBALL GAME 2	2	4.27- 7.18PM	-GRID									22,330	26.0	10,310	12.0	25	14.6*	27*	14.8
			7.00																2.2
			7.15																<<
			7.30																<<
			8.00																
CBS 60 MINUTES	2	7.11- 8.11PM	-GRID									28,350	33.0	18,730	21.8	36	25.6*	40*	25.6
			8.00																
CBS MURDER, SHE WROTE	2	8.11- 9.11PM	-GRID									26,890	31.3	21,390	24.9	37	25.9*	37*	25.9
			9.00																
CBS SPORTSBREAK-SUN	1	8.58- 8.59PM	8.45	16,410	19.1	16,410	19.1	28	19.1										
CBS CRAZY LIKE A FOX	2	9.11-10.11PM	-GRID									21,050	24.5	16,840	19.6	29	19.5*	29*	19.5
			10.00																
CBS SPORTSBREAK-SUN	2	9.09- 9.10PM	9.00									18,470	21.5	18,470	21.5	31	21.5		
CBS NEWSBREAK-SUN.	1	9.58- 9.59PM	9.45	11,940	13.9	11,940	13.9	20	13.9			12,110	14.1	12,110	14.1	21	14.1		
	2	10.09-10.10PM	10.00									18,900	22.0	13,830	16.1	26	16.9*	32*	16.9
CBS TRAPPER JOHN, M.D.	2	10.11-11.11PM	-GRID																
			11.00																
NBC NFL FOOTBALL GAME 2-NBC	1	4.23- 7.16PM	-GRID	26,710	31.1	12,370	14.4	31	13.8										
			7.00																
			7.15																
			7.30																
NBC AMER. LEAGUE CHAMP GM 5(S)	2	4.30- 7.06PM	-GRID									22,760	26.5	11,080	12.9	27	12.8*	24*	12.8
			7.00																
NBC NAT'L LEAGUE CHAMP PRE 4(S)	2	8.00- 8.12PM	-GRID									11,170	13.0	11,250	13.1	22			
NBC NBC NEWS DIGEST-SUN	2	8.10- 8.11PM	8.00									11,600	13.5	11,600	13.5	22			
CONT'D																			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING SUNDAY-CONT'D																			
NBC NBC NEWS DIGEST-SUN-CONT'D	1	8.58- 8.59PM	8.45	11,000	12.8	11,000	12.8	18	12.8										
NBC NBC NEWS DIGEST-2-SUN.	1	9.53- 9.54PM	9.45	14,860	17.3	14,860	17.3	25	17.3										
EVENING MONDAY-FRIDAY																			
ABC ABC NEWS:NIGHTLINE		>	11.30 11.45 12.00	5,330	6.2	4,120	4.8	13	5.4 4.3 3.6	TU-F TU-F THU.	7,650	8.9	6,010	7.0 7.1* 5.3*	19 19* 19*	7.5 6.8 4.8	TU-F TU-F W & F		
ABC ABC NEWS:NIGHTLINE TUE(B)	1	12.00-12.11AM	12.00	2,490	2.9	2,580	3.0	11	3.0	TUE.									
ABC ABC NEWS:NIGHTLINE-TH(B)	2	12.00-12.14AM	12.00								6,870	8.0	6,610	7.7	24	7.7	THU.		
ABC EYE ON HOLLYWOOD		>	12.00 12.15 12.30	1,200	1.4	1,030	1.2	5	1.3 1.1 1.2	TU-F TU-F TUTHF	1,370	1.6	1,120	1.3	6	1.7 1.4 1.1	TU-F TU-F TU-F		
ABC ABC NEWS:NIGHTLINE-MON	2	12.28- 1.10AM	12.15 12.30 12.45 1.00								6,100	7.1	4,810	5.6 5.9* 4.4*	25 26* 24*	6.5 6.3 5.5 4.4	MON. MON. MON. MON.		
ABC ABC SPECIAL REPORT-12:25A(SUS)	2	12.25-12.38AM	12.15														THU.		
ABC ABC NEWS:NIGHTLINE-MON	1	1.07- 1.37AM	1.00 1.15	4,300	5.0	3,520	4.1	22	4.5 4.1	MON. MON.									
CBS AMERICAN PORTRAIT		8.58- 8.59PM	8.45	11,080	12.9	11,080	12.9	19	12.9	MON. TU&TH	12,890	15.0	12,890	15.0	22	15.0	MTUTH		
CBS NEWSBREAK-M-F		>	9.45	12,630	14.7	12,630	14.7	22	14.7	M-F	12,200	14.2	12,280	14.3	22	14.1	M-F		
CBS CBS LATE NIGHT I		>	11.30 11.45 12.00 12.15 12.30	6,960	8.1	4,640	5.4 5.7*	18 16*	5.9 5.4 5.3 5.0 5.0	M-F M-F M-F M-F M-F	6,610	7.7	4,380	5.1 5.5*	16 15*	5.7 5.3 5.1 4.7 4.4	M-F M-F M-F M-F M-F		
CBS CBS LATE NIGHT II		>	12.30 12.45 1.00 1.15	3,950	4.6	3,010	3.5 3.7*	19 18*	3.9 3.5 3.4 3.3	M-F M-F M-F M-F	3,440	4.0	2,490	2.9 3.3*	16 16*	3.5 3.1 2.7 2.4	M-F M-F M-F M-F		
		VARIOUS TIMES (SUS)					3.4*	21*						2.6*	16*				
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00 2.15	1,290	1.5	1,120	1.3	14	1.4 1.2	M-THSU M-THSU	1,030	1.2	860	1.0	11	1.1 1.0	M-THSU M-THSU		
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	2.30 2.45	1,290	1.5	1,120	1.3	17	1.4 1.3	M-THSU M-THSU	1,030	1.2	940	1.1	15	1.1 1.1	M-THSU M-THSU		
CBS CBS NEWS NIGHTWATCH-3		3.00- 6.00AM	3.00 3.15 3.30 3.45 4.00 4.15 4.30 4.45 5.00	1,980	2.3	940	1.1 1.3* 1.2 1.1 1.3 1.2 1.2 1.2 1.1	22 20* 23* 26* 27*	1.4 1.3 1.2 1.1 1.2 1.2 1.2 1.2 1.1	M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU	1,800	2.1	860	1.0 1.2* 1.1* 1.0* 1.0* 1.0* 1.0* 1.0* 1.0	21 20* 22* 23* 24* 24* 24* 24* 24*	1.2 1.2 1.1 1.0			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
EVENING MONDAY-FRIDAY-CONT'D															
CBS CBS NEWS NIGHTWATCH-3-CONT'D			5.15 5.30 5.45					1.0* 24*	1.0 M-THSU 1.0 M-THSU .9 M-THSU				.9* 22*	.9 M-THSU .9 M-THSU .8 M-THSU	
NBC NBC NEWS DIGEST-M-F	2	>	8.00 8.30 8.45 9.00	11,600 13.5		11,600 13.5	20		14.2 M-F 10.9 FRI.	13,140 15.3		13,140 15.3	25		12.0 M-F 25.8 M & TH 15.0 M & TH
NBC NBC NEWS DIGEST-2-M-F	1	>	9.30 9.45 10.00	9,790 11.4		9,790 11.4	17		10.4 MWF 11.4 W & F 12.4 MON.						
NBC DAVID LETTERMAN SPECIAL(S)	1	11.30-12.30AM	11.30 11.45 12.00 12.15	7,130 8.3		4,470 5.2 15 6.2* 16*			6.4 MON. 6.0 MON. 4.7 MON. 3.9 MON.						
NBC TONIGHT SHOW	1 2	11.30-12.30AM >	11.30 11.45 12.00 12.15 12.30	10,390 12.1		6,610 7.7 23 8.4* 23* 6.9* 24*			8.8 TU-F 8.1 TU-F 7.5 TU-F 6.4 TU-F	8,760 10.2		5,150 6.0 21 6.8* 19* 6.1* 21*		7.6 MTUWF 6.5 MTUWF 6.5 MTUWF 5.7 MTUWF 5.0 MTUWF	
NBC DAVID LETTERMAN I	1 2	12.30- 1.00AM >	12.45 12.30 12.30 12.45 1.00 1.15	3,870 4.5		3,180 3.7 18			3.9 M-TH 3.4 M-TH	3,350 3.9		2,830 3.3 17		4.9* 21* 4.5 MTUWF 3.8 M-TH 3.4 M-TH 3.0 M-TH 2.8 M-TH	
NBC FRIDAY NIGHT VIDEOS	1 2	12.30- 2.00AM 12.46- 2.16AM	12.30 12.45 1.00 1.15 1.30 1.45 2.00 2.15	6,360 7.4		2,830 3.3 15 4.7* 18*			5.4 FRI. 4.0 FRI. 3.5 FRI. 2.6 FRI. 2.4 FRI. 2.1 FRI.	4,470 5.2		2,150 2.5 15		3.8 FRI. 3.0 FRI. 2.4 FRI. 2.1 FRI. 1.8 FRI. 1.7 FRI. 1.3 FRI.	
NBC DAVID LETTERMAN II	1 2	1.00- 1.30AM >	1.00 1.00 1.15 1.30 1.45	2,830 3.3		2,410 2.8 18			3.0 M-TH 2.5 M-TH	2,410 2.8		1,980 2.3 16		2.7 M-TH 2.3 M-TH 2.1 M-TH 1.9 M-TH	
DAY MONDAY-FRIDAY															
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,800 2.1		1,720 2.0 22			2.0 M-F	1,550 1.8		1,460 1.7 19		1.7 M-F	
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,150 2.5		1,890 2.2 17			2.2 M-F	2,060 2.4		1,890 2.2 16		2.2 M-F	
ABC ABC SPECIAL REPORT-12:24P(SUS)	2	12.24-12.43PM	12.15												FRI.
ABC ABC DAYTIME NEWSBRIEF-M-F			2.45	6,610 7.7		6,440 7.5 28			7.6 M-F	6,870 8.0		6,790 7.9 29		7.9 M-F	
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.00- 5.00PM	4.00 4.15							9,020 10.5		6,270 7.3 22 6.9* 21*		6.8 WED. 7.0 WED.	
CONT'D															

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
DAY MONDAY-FRIDAY-CONT'D																			
ABC ABC AFTERSCHOOL SPECIAL(S)-CONT'D																			
			4.30													7.3	WED.		
			4.45													8.1	WED.		
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,630	1.9	1,200	1.4	15	1.3	M-F		1,630	1.9	1,290	1.5	16	1.3	M-F	
			6.45						1.6	M-F						1.7	M-F		
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,670	6.6	5,410	6.3	27	6.3	M-F		5,760	6.7	5,500	6.4	27	6.4	M-F	
CBS YOUNG AND RESTLESS-FR(B)	2	12.54- 1.13PM	12.45									4,300	5.0	4,120	4.8	18	4.9	FRI.	
			1.00													4.8	FRI.		
CBS NEWSBREAK-3.44	1	>	3.30	5,760	6.7	5,760	6.7	22	6.6	M-F									
			3.45						6.7	M-F									
CBS AMERICAN TREASURY		3.58- 3.59PM	3.45	4,720	5.5	4,720	5.5	18	5.5	MWF		4,550	5.3	4,550	5.3	18	5.3	MWF	
CBS AMERICAN TREASURY SUS(SUS)		3.58- 3.59PM	3.45							THU.								THU.	
CBS AMERICAN TREASURY-SUS(SUS)		3.58- 3.59PM	3.45							TUE.								TUE.	
CBS NEWSBREAK-3.44	2	3.45- 3.46PM	3.45									5,410	6.3	5,410	6.3	21	6.3	M-F	
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	2,410	2.8	1,720	2.0	17	1.6	M-F		2,490	2.9	1,890	2.2	18	1.8	M-F	
			6.45						2.4	M-F							2.6	M-F	
NBC NBC NEWS SPCL RPT-12.24FR(SUS)	2	12.24-12.43PM	12.15															FRI.	
NBC ANOTHER WORLD-WED.(B)	2	2.00- 3.00PM	2.00									4,380	5.1	3,090	3.6	14	4.1	WED.	
			2.15													4.1* 16*	4.1	WED.	
			2.30														3.1	WED.	
			2.45													3.1* 12*	3.1	WED.	
NBC NBC NEWS DIGEST-DAYTIM(B)	2	2.57- 2.58PM	2.45									3,010	3.5	3,010	3.5	13	3.5	WED.	
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,610	4.2	3,610	4.2	15	4.2	MWF		3,520	4.1	3,520	4.1	15	4.1	M & F	
NBC AMER. LEAGUE CHAMP GM 2(S)	2	3.00- 6.49PM	3.00									19,160	22.3	6,870	8.0	22	4.5	WED.	
			3.15													4.5* 16*	4.5	WED.	
			3.30													4.8	WED.		
			3.45													5.2* 17*	5.7	WED.	
			4.00														7.1	WED.	
			4.15													7.3* 23*	7.4	WED.	
			4.30														7.4	WED.	
			4.45													7.7* 23*	7.9	WED.	
			5.00														8.5	WED.	
			5.15													8.5* 23*	8.5	WED.	
			5.30														9.1	WED.	
			5.45													9.5* 23*	9.9	WED.	
			6.00														10.6	WED.	
			6.15													10.9* 23*	11.2	WED.	
			6.30														12.4	WED.	
			6.45													12.1* 24*	10.9	WED.	
NBC NBC NIGHTLY NEWS-WED.(B)	2	6.49- 7.00PM	6.45									6,870	8.0	6,790	7.9	15	7.9	WED.	
DAY SATURDAY																			
ABC ABC FUN FIT-10:25AM		10.25-10.29AM	10.15	4,210	4.9	3,610	4.2	16	4.2			3,780	4.4	3,260	3.8	14	3.8		
ABC ABC FUN FIT-11:25AM		11.25-11.29AM	11.15	3,780	4.4	3,010	3.5	13	3.5			4,900	5.7	4,300	5.0	17	5.0		
ABC CFA COLLEGE FOOTBALL-PRE	1	3.00- 3.26PM	-GRID	3,260	3.8	2,410	2.8	9											
CONT'D																			

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U.S. TV HOUSEHOLDS: 85,900,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
DAY SATURDAY-CONT'D															
ABC CFA COLLEGE FOOTBALL-PRE-CONT'D	2	3.00- 3.24PM	-GRID 3.15						2.8	3,010	3.5	2,410	2.8	8	3.1
ABC CFA COLLEGE FOOTBALL GAME	2	3.24- 6.39PM	-GRID 6.30							17,270	20.1	6,440	7.5	20	9.1
CBS IN THE NEWS- 8.26AM	2	8.26- 8.29AM	8.15							4,380	5.1	3,950	4.6	26	4.6
CBS IN THE NEWS- 8.26AM-SUS(SUS)	1	8.26- 8.29AM	8.15							4,040	4.7	3,610	4.2	20	4.2
CBS IN THE NEWS- 8.56AM	2	8.56- 8.59AM	8.45												
CBS IN THE NEWS- 8.56AM-SUS(SUS)	1	8.56- 8.59AM	8.45												
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	3,780	4.4	3,520	4.1	15	4.1	3,010	3.5	2,920	3.4	12	3.4
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,260	3.8	3,090	3.6	13	3.6	3,260	3.8	3,010	3.5	12	3.5
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	3,090	3.6	2,920	3.4	11	3.4	3,610	4.2	3,520	4.1	13	4.1
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	2,410	2.8	2,320	2.7	9	2.7	3,610	4.2	3,520	4.1	12	4.1
CBS CBS COLLEGE FOOTBALL	2	2.36- 5.42PM	-GRID 5.30							11,850	13.8	3,610	4.2	12	4.7
CBS CBS COLLEGE FOOTBALL PRE	1	2.30- 2.36PM	2.30	4,550	5.3	3,690	4.3	13	4.2						
	2	2.30- 2.37PM	2.30							3,520	4.1	2,830	3.3	10	3.3
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	3,440	4.0	3,260	3.8	22	3.8	3,010	3.5	2,920	3.4	21	3.4
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	4,550	5.3	4,300	5.0	23	5.0	3,780	4.4	3,520	4.1	20	4.1
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	6,870	8.0	6,530	7.6	28	7.6	6,870	8.0	6,610	7.7	29	7.7
NBC ONE TO GROW ON-11:28AM		11.28-11.30AM	11.15	6,530	7.6	6,360	7.4	27	7.4	5,150	6.0	4,810	5.6	20	5.6
NBC ONE TO GROW ON-11:58AM		11.58-12.00NN	11.45	4,720	5.5	4,470	5.2	19	5.2	3,610	4.2	3,350	3.9	14	3.9
NBC NAT'L LEAGUE CHAMP GM 3(S)	2	1.00- 4.32PM	-GRID 4.30							21,990	25.6	9,360	10.9	32	11.0
NBC NBC MAJOR LEAGUE PRE GAME	1	2.00- 2.17PM	-GRID 2.15	3,180	3.7	3,010	3.5	11	3.7						
DAY SUNDAY															
CBS CBS NFL FOOTBALL GAME 1	1	1.00- 4.13PM	-GRID	24,830	28.9	11,340	13.2	34		24,220	28.2	10,570	12.3	30	
	2	1.00- 4.08PM	-GRID							24,220	28.2	10,570	12.3	30	
	2	1.00- 4.08PM	-GRID												
		4.15				8.8*	21*		7.0				8.9*	20*	6.3
		4.30													<<
NBC NFL FOOTBALL GAME 1-NBC	1	1.00- 4.09PM	-GRID	19,670	22.9	9,190	10.7	28		25,250	29.4	12,200	14.2	35	
	2	1.00- 4.19PM	-GRID						.7				15.2*	34*	14.2
		4.15													